

# MAD

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**\$1.00**

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## SUPER SPECIAL NUMBER SIXTEEN

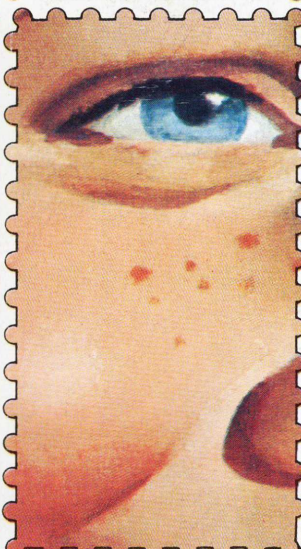
**JOHN  
DEAN**  
MARCHED  
TO THE  
SOUND  
OF A  
**DIFFERENT  
PLUMBER!**

**GOD  
ISN'T  
DEAD!**  
**He Just  
Got The  
Hell Out  
Of Here!**

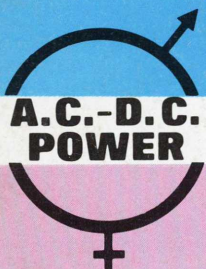
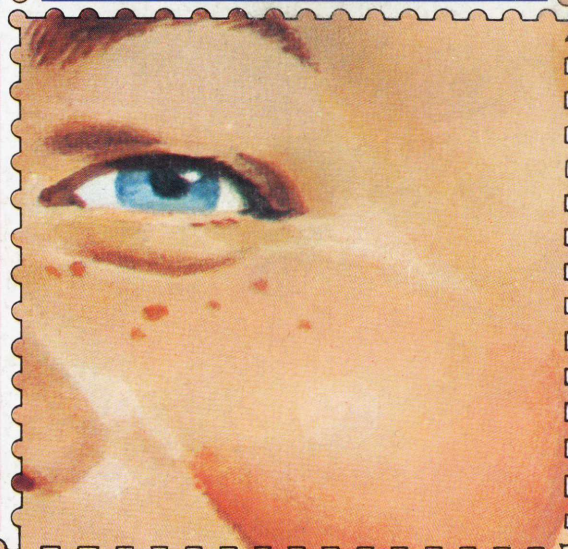
**THE  
MEEK  
SHALL  
INHERIT  
THE  
DEARTH!**

**DANGER!**  
**DO NOT  
REMOVE THIS  
STICKER!**  
**IT'S HOLDING  
UP THE BUILDING!**

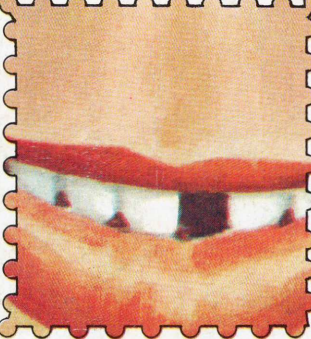
THIS STICKER  
IS NUMBER  
**757**  
IN A SERIES!  
**LICK  
THEM  
ALL!**



**ONLY THE  
PEOPLE  
WHO ARE  
ALREADY  
BORN  
SUPPORT  
ABORTION!**



**BOMB  
MARS  
NOW!**



**C'MON, ALREADY!**

**FORGET  
THE ALAMO!**

FEATURING A  
FULL - COLOR  
DOUBLE-FOLD  
SUPER BONUS:

# MAD-HESIVES

PRE-GLUED AND  
PERFORATED FOR  
IMMEDIATE USE,  
MISUSE & ABUSE

PLUS 96 SUPER PAGES, INCLUDING 16 PAGES OF NEVER-BEFORE-PUBLISHED MATERIAL



# Scenes We'd Like To See



ARTIST: JACK RICKARD



WRITER: SERGIO ARAGONES





# MAD

## SUPER-SPECIAL NUMBER SIXTEEN

"Nowadays, most bank accounts need month-to-month resuscitation!"

—Alfred E. Neuman

**WILLIAM M. GAINES** publisher    **ALBERT B. FELDSTEIN** editor

**JOHN PUTNAM** art director    **LEONARD BRENNER** production

**JERRY De FUCCIO, NICK MEGLIN** associate editors

contributing artists and writers

**THE USUAL GANG OF IDIOTS**



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GOO UNTO OTHERS DEPT.

If you've ever wandered into a gift shop, or even a book store by mistake, you've probably noticed a display of odd-shaped volumes filled with artsy photographs on shiny paper, accompanied by abstract little poems that make even less sense than the pictures. There are a couple of unusual things about such books: (1) They're always over-priced for what you get, and (2) no one is ever expected to read them. Rather, you're supposed to buy one as a gift to impress a friend, who will then put it on his coffee table to impress his friends. MAD feels this whole thing is ridiculous, especially the "over-priced" part. So we now offer, absolutely free

# THE MAD ARTY POETRY AND FUZZY PHOTOGRAPHS GIFT BOOK

WRITER: TOM KOCH

PHOTOGRAPHY BY TOM KOCH



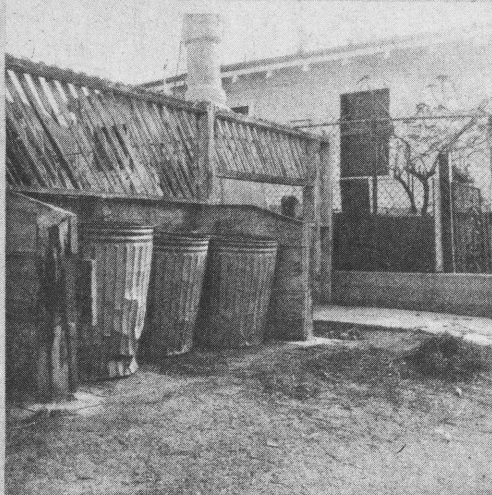
*a vision of you dwells  
inside my mind  
and fills my head  
on quiet nights  
with vapors of your being  
that sadden my poor heart  
but help my sinus drainage  
quite a bit.*



*i see the sea  
and wonder  
if on the other side there is another shore  
where people stand  
not knowing  
i am here  
confused and short and homely.*





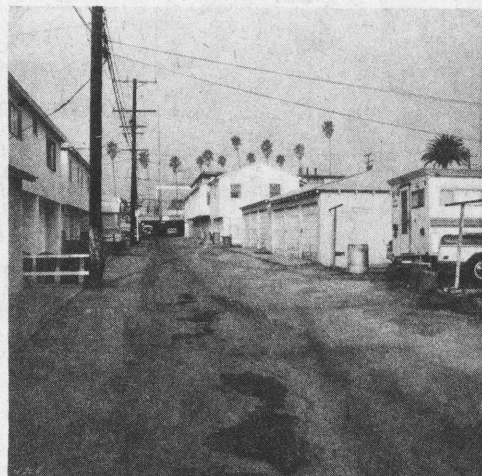


# Sophisticated Swirls In Imagery

A Collection of Priceless Pictures and Even More Costly Poems  
by Faulconbridge Zetz-Doornfeld



in lonesomehood  
i shlepp along  
those quiet trails  
that once we trod together,  
and think  
long thoughts  
and ask myself aloud:  
"when i was here before,  
how come?"



i wait in vain  
for you to call

just ONE MORE TIME  
beside a phone that never rings  
unless

i go another place  
and call myself  
which means that i'm no longer here  
to answer.







do you recall that special tree  
 where once we carved our names  
     in hearts entwined,  
 and pledged our love beneath the boughs  
 and visioned moppets not yet born  
     who'd pass that way  
     and see upon the gnarl  
         the writings of our rapture  
         long henceforward?  
 well guess what.  
 the tree died.



as young men often do,  
 i lavished all  
     on flashy cars  
 of brilliant shade that lured the raunchy  
 broads to ride with me through starlit  
 nights to sanctuaries down the road a  
 piece or sometimes even over on the jersey  
 side.

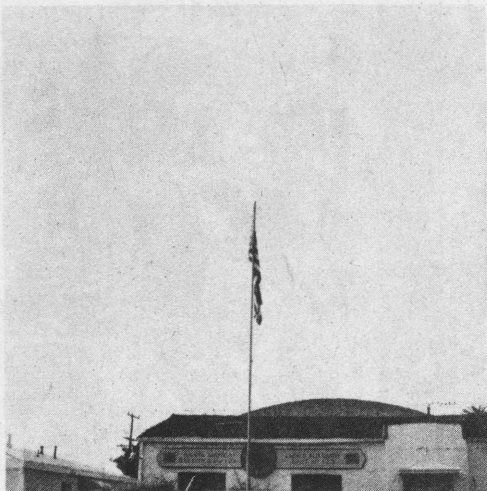
but now  
 i'm old  
 and buy the stripped down model.



each morn,  
 i pause beside that spot  
     where used to be  
     we strolled  
 enraptured with each otherness.  
     yet now  
 i must not linger more  
     for fuzz is near  
     and it is wednesday.







*in boyish wonderness  
 i watched  
 the winds of freedom billow out our flag  
 in radiant hues  
 so all might harken to its message  
 which now i can't recall  
 because it's never windy  
 anymore.*



*the home we shared was filled  
 with warmth  
 and love  
 and pussy cats  
 that climbed up silken drapes with snaggy claws.  
 how sad  
 it's now a cold and quiet house  
 that needs a woman's care  
 to pick up twice a week  
 and hopefully no windows.*



*some like to think  
 that every dawn  
 begins another day.  
 but bright fresh mornings  
 feel the same as late last week  
 and nothing's ever new  
 to those like me  
 who only stare at bushes.*





**E**cologists are forever telling us about obscure forms of wildlife that face the threat of becoming extinct. Of course, few of us ever saw any of these creatures, so it's a little hard to get upset over the fact that they may all disappear in the next hundred years or so. But much closer to home, familiar species that have played a memorable part in our lives are vanishing rapidly, with no publicity at all. We'll miss them when they're gone. And just to help you remember to tell your grandchildren that you saw them, MAD presents

## A PARTING LOOK AT OUR

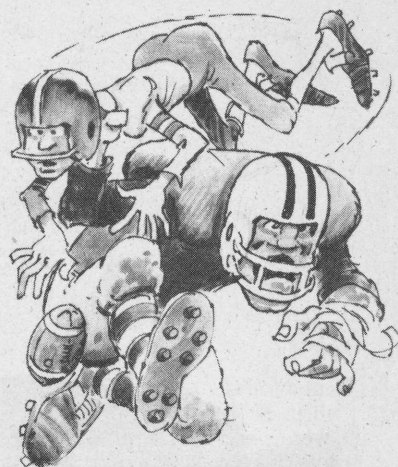
# TRULY ENDANG

### THE APRON BREASTED CORNER GROCER



This amiable creature is best known for his quaint habits of nesting in small, shabby store buildings, chirping out greetings to each customer by name, and adding up figures in pencil on brown paper bags. He traditionally relies on his industrious mate and broom-pushing offspring to help him eke out an existence. Now, the docile and harmless breed faces total extinction at the merciless hands of two giant predators, the Self-Service Price Slasher and the Multi-Aisled Trading Stamp Giver.

### THE FLEET FOOTED SCATBACK



This tiny creature, seldom weighing more than 160 pounds and with a wingspread of only a little more than 5½ feet, is now encountered on only the most remote college gridirons. Once abounding at major universities, and even among professional teams in populous areas, the small, catlike ground gainer has been forced to flee after suffering frequent murderous attacks by its newest natural enemy, the big Zone Defending Ox.

### THE LEATHER LUNGED KNIFE SHARPENER



This doomed specimen employs an obsolete means of locomotion known as walking to propel himself and his equipment from place to place. Knife Sharpeners once moved in flocks with a number of similar species that are now extinct, most notably the Itinerant Piano Tuner, the Pedestrian Cantaloupe Peddler and the Creaky Waggoned Rag Picker. The imminent disappearance of the Knife Sharpener is attributed by most ecologists to the invention of Hamburger Helper, which hardly ever requires slicing.

### THE RUG BEATING DOMESTIC HOUSE CLEANER



Specimens of this industrious variety of Ample Bosomed Day Worker were once readily available for as little as a dollar an hour plus carefare. Today, they are seldom found on the market at any price. It is believed that many examples of this endangered species may have migrated in mass to college campuses, where they assumed new identities as Holy Terror House Mothers and University Health Service Needle Injectors.

### THE SPITBALLING WORKHORSE



This tobacco chomping beast is best remembered as an every-other-day starter for the St. Louis Browns and Boston Braves, who aren't remembered at all. Once thought to have been rendered extinct by such newly bred species as the Wild Throwing Bonus Baby and the Late Inning Bullpen Wonder, the Workhorse can still be found on rare occasion in the Northwest League and other wilderness areas. Though he habitually wins 25 games a season, he is no longer coralled by the major leagues, due to the fact that he also habitually loses forty games during a season.

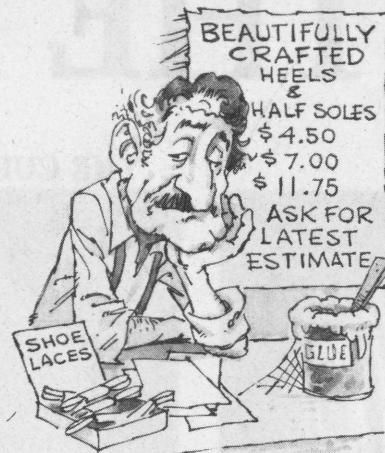


### THE TOUSLE HEADED KITE FLYER



Ancient documents from the Pre-TV era tell us that these noisy little fellows were once common on the vacant lots of America. (Other ancient documents tell us that vacant lots were also once common in America.) Occasional Tousle Headed Kite Flyers may still be seen on windy Saturday mornings, but the few remaining specimens are now confined to parks and other public wildlife sanctuaries. Any further increase in the price of the nickel kite above the present \$1.98 level could result in the total extermination of this frisky breed.

### THE EXPERT NEIGHBORHOOD SHOEMAKER



Displaying such pathetic characteristics as pride of craftsmanship and love of fine leather, this defenseless creature has now been virtually wiped out by such natural catastrophes as Galloping Inflation and Burgeoning Mediocrity. The few remaining examples of the species can soon expect to be tromped into total extinction by shoes made of synthetic calfskin, synthetic suede as well as heels made from synthetic synthetics.

### THE REMINISCING WORLD WAR II VETERAN



This heavy jawed figure can still be spotted on occasion, lumbering through the night to join other members of his herd at a favorite watering hole. There, the Reminiscing Vet happily details the latest news of his personal triumphs in Sicily in 1943. Though not violent by nature, he is quite capable of boring his colleagues to death. World War II Vets still abound in all areas. However, fewer of the vociferously reminiscing variety now exist, probably because most men of fifty have matured enough to realize that what they did when they were 19 wasn't even very interesting at the time.

# ERED SPECIES

ARTIST: JACK RICKARD

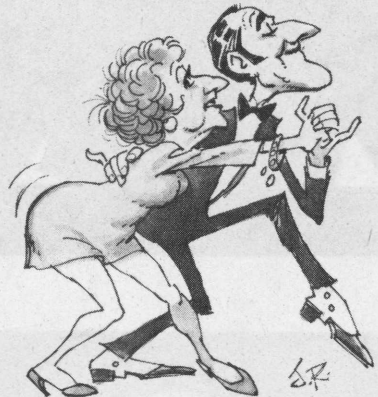
WRITER: TOM KOCH

### THE LATE EVENING URBAN STROLLER



Few endangered species have been as subject to such widespread wanton destruction as this harmless nocturnal being. Once plentiful on city streets (with or without canine companion), the ranks of the Late Evening Urban Stroller have been decimated by the breed's two natural enemies, the Shiv Wielding Doorway Mugger and the Over-Zealous Prowl Car Rider. Many naturalists contend that mortality rates among the Urban Strollers are exceeded only by those of an even more endangered species, the PostMidnightParkBenchNecker.

### THE VASELINE HAIRED TANGO INSTRUCTOR



Once thought to be a member of the slithering *Gigolo Americanus* species, this twinkle-toed little chap is now deemed as harmless as his female counterpart, the Bleached Blonde Fox Trot Teacher. Both currently face extinction because today's popular dance steps can all be self-taught, merely by jumping up and down on a hot waffle iron in bare feet. The few remaining Vaseline Haired Tango Instructors are easily identified by their frayed cuffs, their tendency to draw flies and their swooping gracefulness in executing the "dip."

### THE SABBATH KEEPING CHURCH GOER



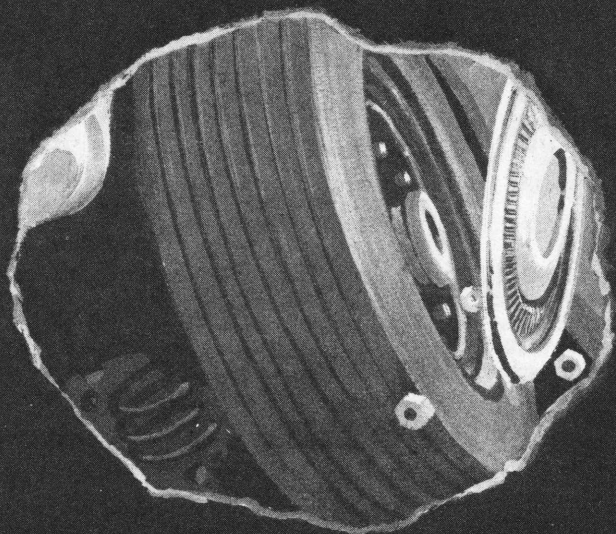
Huge flocks of these immaculately groomed specimens once scurried to their communal gathering places for such quaint religious occasions as Choir Practice, Prayer Meeting and Christmas. Though the breed remains rather plentiful in some areas, it has all but vanished in others. This is most apparent in the State of California, where televised pro football games begin at 10 A.M. Pacific Time. Studies also reveal that the disappearance of the Church Goer has been accompanied by a population surge among a less desirable species, the Sunday Morning Golf Duffer.



IN-SIGHT DEPT.

# FROM THE INSIDE.

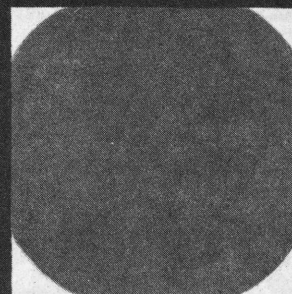
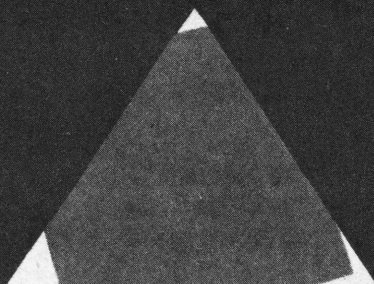
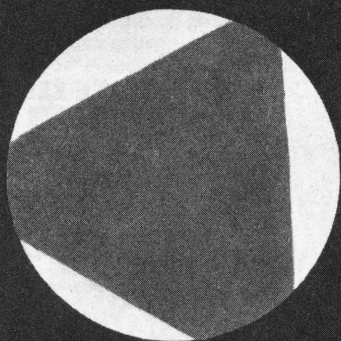
...A POT HOLE



...THE CUP ON ANY GOLF COURSE GREEN



...A FLUNKED APTITUDE TEST



...A BELLY-DANCER'S NAVEL



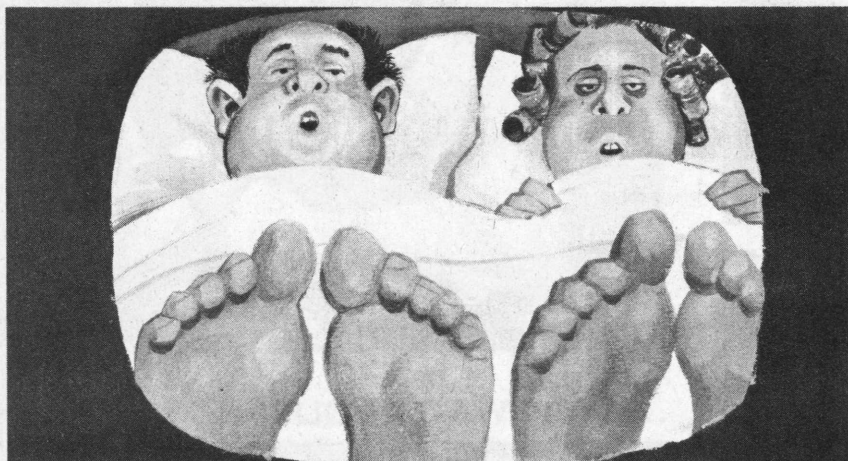


# ...OUT OF...

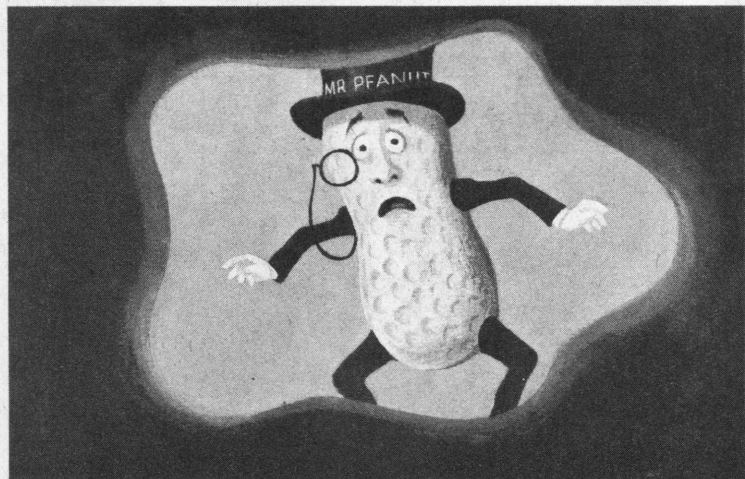
ARTIST: BOB CLARKE

WRITER: PAUL PETER FORGES

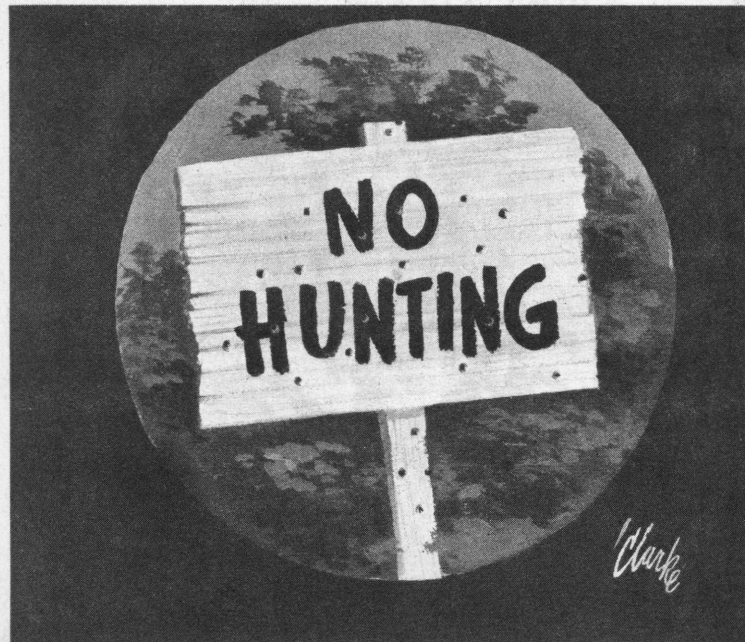
...A LATE NIGHT TV SET



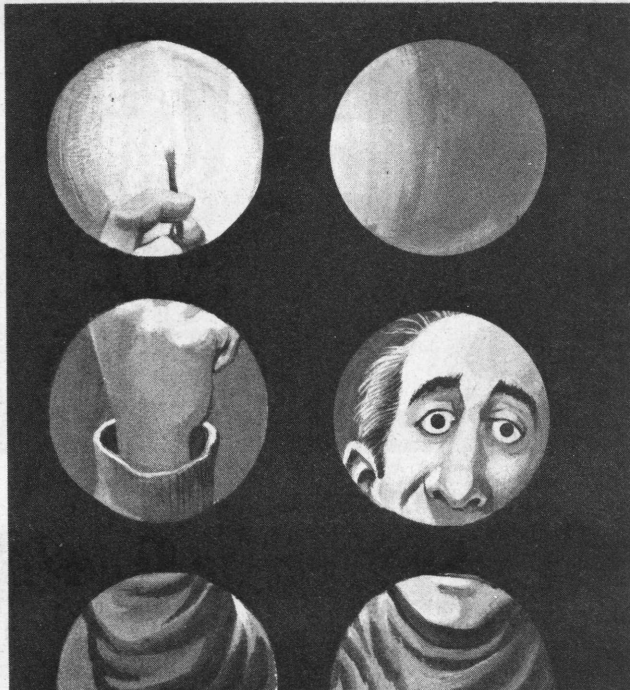
...AN ELEPHANT'S TRUNK



...A HUNTING RIFLE



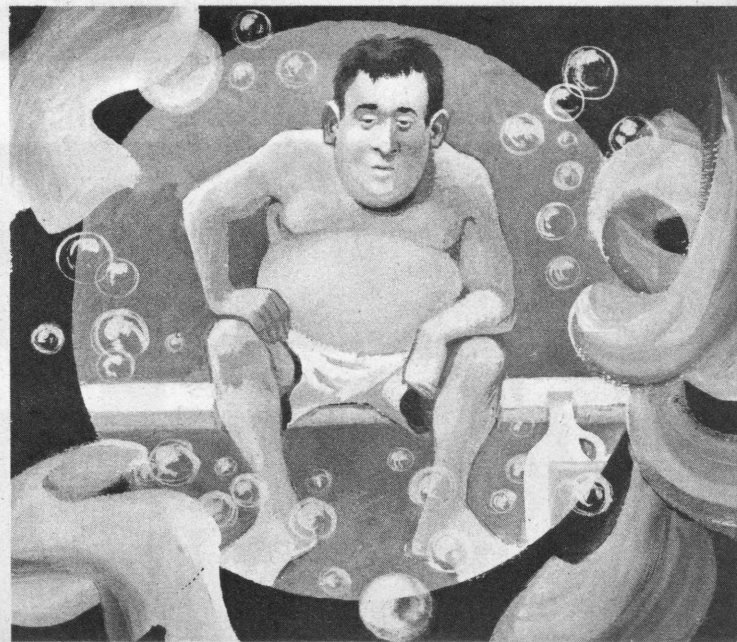
...A FUSE BOX



...A SUNDAY COLLECTION PLATE

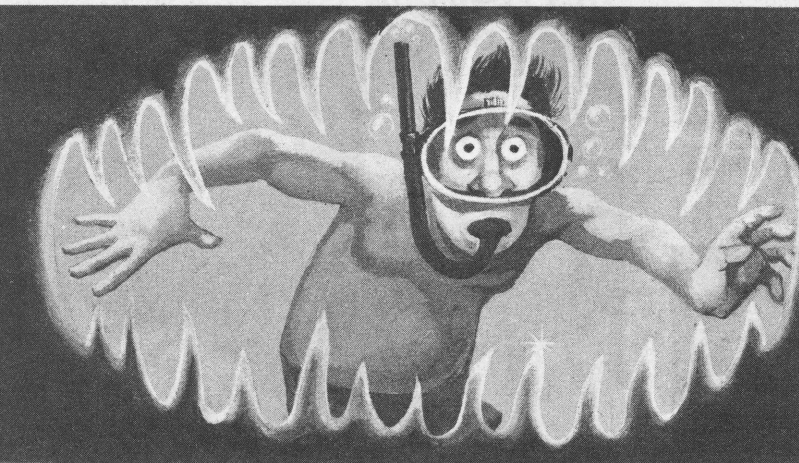


...A WASHING MACHINE

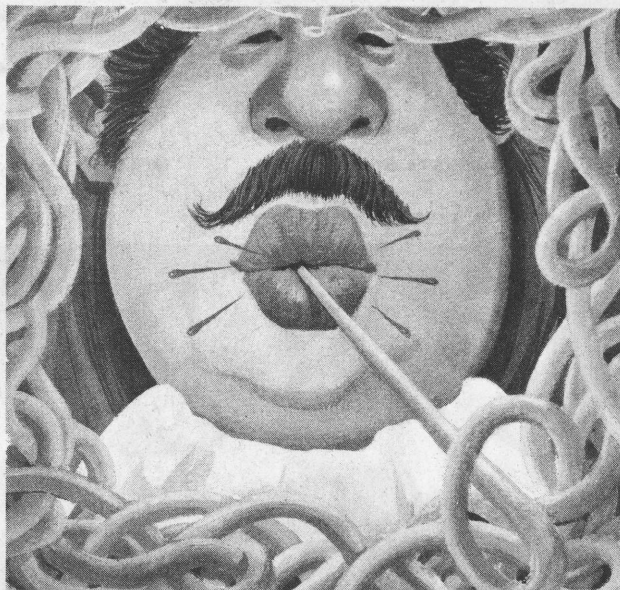




...A BARRACUDA



...A PLATE OF SPAGHETTI



...AN OYSTER



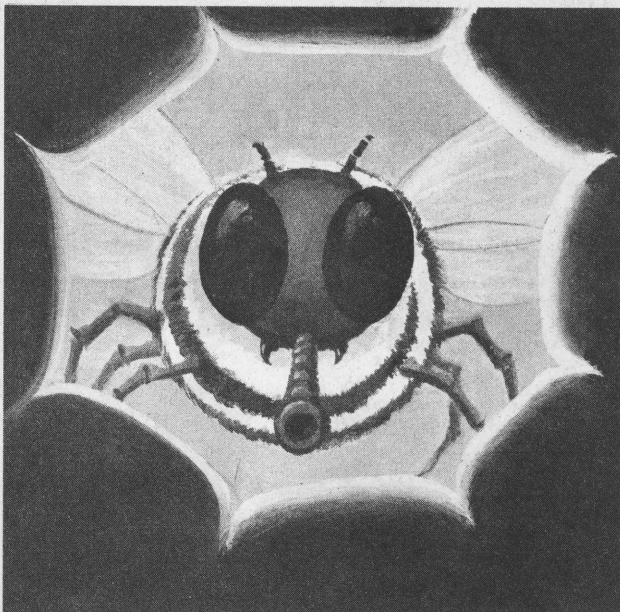
...A DRY WATER HOLE



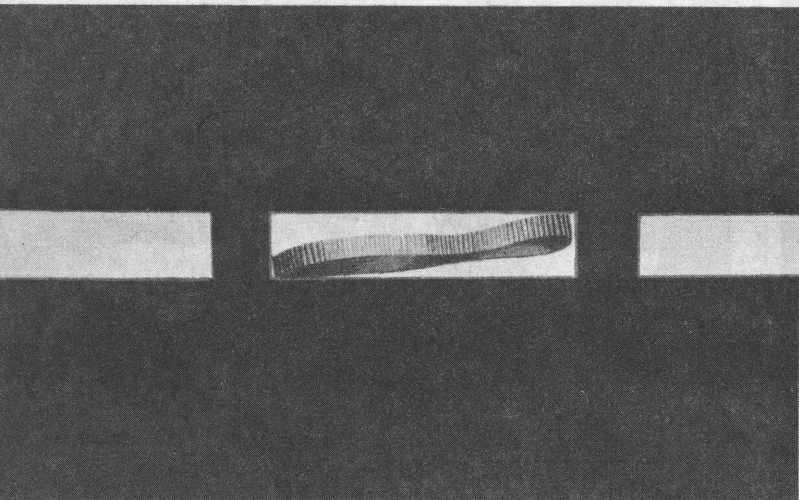
...AN EMPTY VENDING MACHINE



...A HONEYSUCKLE

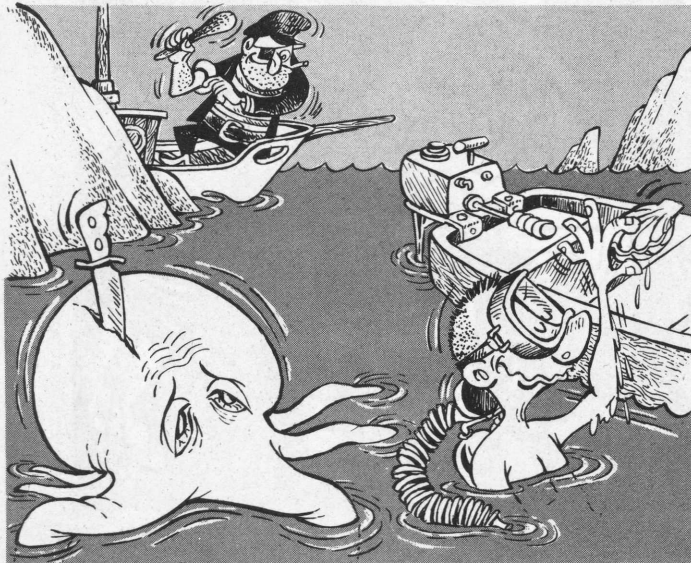
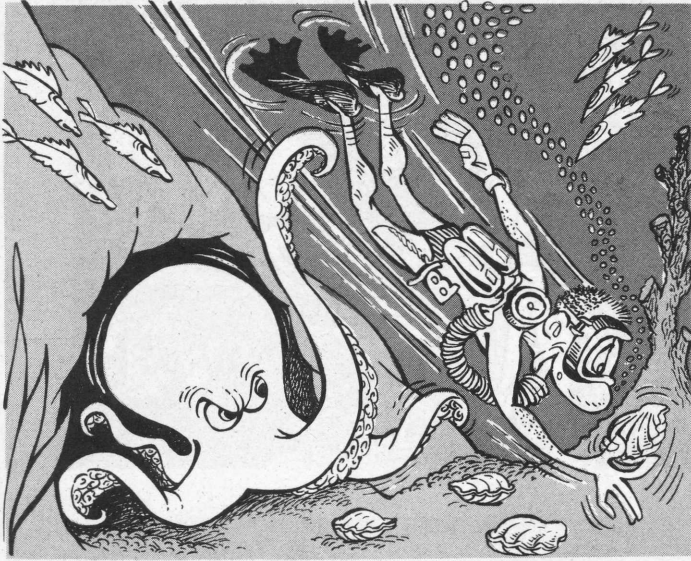


...A JAMMED PAY PHONE





# THE PEARL









Have you ever dreamed of achieving success as a big time Television Writer, and enjoying all the good things that go with it, like money, prestige and a beard? Well, it isn't as hard as you think to turn out quick-selling TV scripts. After all, there are only a few basic plots that the pros keep using over and over again, and proven cliché dialogue is in even shorter supply. So all you really need to strike it rich is a rundown of all the successful plot variations, plus an "Instant Phrasemaker" that will automatically compose enough acceptable dialogue for you. MAD now provides you with the whole schmeer: every conceivable story and every conceivable line of necessary dialogue for writing every popular type of show. And, best of all, you can use the MAD Miracle Method to attain wealth without having any talent. Simply check off the multiple choice selections to form a plot you like; then fill in the dialogue blanks with one word picked at random from each of the three columns of the "Instant Phrasemaker", and success will be yours, thanks to . . .

**by Tom Koch**



# THE VARIABLE BASIC "VARIETY SHOW" PLOT

(Just check anything on this one. It'll come out the same regardless.)

## The host trades hilarious insults with his

1. Orchestra leader\_\_\_\_\_
2. Wife\_\_\_\_\_
3. Guest star\_\_\_\_\_

## about their

1. Ethnic backgrounds\_\_\_\_\_
2. Physical deformities\_\_\_\_\_
3. Tasteless attire\_\_\_\_\_

## to lead into the opening

1. Trained seal act.\_\_\_\_\_
2. Comedy sketch on alcoholism.\_\_\_\_\_
3. Laxative Commercial.\_\_\_\_\_

## Next, the Feature Guest Performer

1. Mumbles\_\_\_\_\_
2. Bellows\_\_\_\_\_
3. Reads from cue cards\_\_\_\_\_

## a stirring rendition of a

1. Welsh mining song.\_\_\_\_\_
2. Salute to Labor Day.\_\_\_\_\_
3. Navajo war chant.\_\_\_\_\_

## After

1. The booing dies down,\_\_\_\_\_
2. The station break,\_\_\_\_\_
3. The dancers are all arrested,\_\_\_\_\_

## a two-part satire of

1. "Mutiny on the Bounty"\_\_\_\_\_
2. An old N.B.C. documentary\_\_\_\_\_
3. The Hindenburg explosion\_\_\_\_\_

## is staged, starring

1. Melvin Laird\_\_\_\_\_
2. Truman Capote\_\_\_\_\_
3. Art Linkletter\_\_\_\_\_

## as the captain, and Annette Funicello as

1. Helen Hayes.\_\_\_\_\_
2. The Sun Goddess, Umbaga.\_\_\_\_\_
3. Anybody but herself.\_\_\_\_\_

## The whole cast then joins in a musical tribute to

1. Rodgers & Hart.\_\_\_\_\_
2. Fibber & Molly.\_\_\_\_\_
3. Sears & Roebuck.\_\_\_\_\_

## "VARIETY SHOW" ACT I—INSTANT DIALOGUE PHRASEMAKER

### (A)

1. Weird
2. Ridiculous
3. Grotesque
4. Cheap
5. Disgusting

### (B)

1. Polish
2. Four-foot-two-inch
3. Gravy stained
4. Hillbilly
5. Army surplus

### (C)

1. Grandmother
2. Dinner jacket
3. Brother-in-law
4. Saxophone
5. Toupee

## THE ALL-PURPOSE OPENING SCENE

### HOST

Before we start tonight's wonderful show, I want you all to get a look at Miltie Gretsko down there in the orchestra pit. Miltie's the only person I know who has a (A) (B) (C). And if you think that's awful, you should see his (A) (B) (C). On top of that, he brought his (A) (B) (C) to the studio with

him this evening. What a sight! You folks may think you've seen a (A) (B) (C) before, but wait'll you get a load of Miltie's (A) (B) (C). Seriously though, all of us around here love him and his (A) (B) (C). So just get your (A) (B) (C) out of here, Miltie, while we pause for this word from our sponsor.

**ACT II** This segment of the show is usually left unwritten, unrehearsed and ungodly, since it's the part that always includes a comedy sketch starring a singer who can't act, a medley from "Camelot" starring an actor who can't sing and

the soliloquy from "Hamlet" starring the host's three-year-old child who can't do anything. If time permits, the star, who can't sing, act, dance or play the piano will do all of those things before moving along to Act III.

## "VARIETY SHOW" ACT III—INSTANT DIALOGUE PHRASEMAKER

### (A)

1. Immensely
2. Utterly
3. Incredibly
4. Extremely
5. Infinitely

### (B)

1. Magnificent
2. Humble
3. Dazzling
4. Talented
5. Beautiful

### (C)

1. Nice person
2. Human being
3. Dear friend
4. Super star
5. Living legend

## THE ALL-PURPOSE CLOSING SCENE

### HOST

Before saying goodnight, I'd like to pay homage to my special guest, whom we all regard as an (A) (B) (C)

### SPECIAL GUEST

And I just want the world to know how grateful I am for this chance to appear with such an (A) (B) (C) as yourself.

### HOST

Well, that's a real compliment, coming from an (A) (B) (C) like you. I hear you're also chairman of this year's Bubonic Plague Fund Drive, which shows what an (A) (B) (C) you truly are.

### SPECIAL GUEST

Well, those pathetic people asked for my help, and any (A) (B) (C) would have lent them a hand.

### HOST

Spoken like a true (A) (B) (C). And I hope you'll come back to see us real soon.

### SPECIAL GUEST

Sure thing . . . whenever you promise not to make me appear again with that mumbling little kid of yours, who really bugs me even though she is an (A) (B) (C)



# THE VARIABLE BASIC "MEDICAL SHOW" PLOT

(Select these multiple choices with care, or the story may get even sicker.)

**All-Interns' Hospital experiences a sudden**

1. Power failure\_\_\_\_\_
2. Serum shortage\_\_\_\_\_
3. Increase in fees\_\_\_\_\_

**just as a**

1. Limp heiress\_\_\_\_\_
2. Wild-eyed diplomat\_\_\_\_\_
3. Wheezing gypsy\_\_\_\_\_

**is rushed in, suffering from a**

1. Mysterious\_\_\_\_\_
2. Contagious\_\_\_\_\_
3. Revolting\_\_\_\_\_

**disease. Matters worsen when the hospital's**

1. Grumpy chief surgeon\_\_\_\_\_
2. Handsome urologist\_\_\_\_\_
3. Only licensed doctor\_\_\_\_\_

**refuses to**

1. Experiment on the patient.\_\_\_\_\_
2. Split his fee.\_\_\_\_\_
3. Consult someone more capable.\_\_\_\_\_

**Two young residents hurriedly decide to take**

1. A gamble\_\_\_\_\_
2. An appendix out\_\_\_\_\_
3. A Hippocratic oath\_\_\_\_\_

**in order to save**

1. The patient's life.\_\_\_\_\_
2. Themselves from a lawsuit.\_\_\_\_\_
3. The show from cancellation.\_\_\_\_\_

**Working through the night by**

1. Candlelight\_\_\_\_\_
2. Tips from a medical textbook\_\_\_\_\_
3. Pure guesswork\_\_\_\_\_

**they fight off the patient's**

1. Weakening pulse rate\_\_\_\_\_
2. Loud protests\_\_\_\_\_
3. Concerned family\_\_\_\_\_

**and succeed in bringing the case to a**

1. Successful\_\_\_\_\_close.
2. Terminal\_\_\_\_\_close.
3. Highly unethical\_\_\_\_\_close.

## "MEDICAL SHOW" ACT I—INSTANT DIALOGUE PHRASEMAKER

(A)

1. Deviated
2. Calcified
3. Ruminating
4. Stagnated
5. Oozing

(B)

1. Metabolic
2. Bubbly
3. Elliptical
4. Benign
5. Orthographic

(C)

1. Myopia
2. Sniffles
3. Trench mouth
4. Sweat
5. Archipelago

### THE ALL-PURPOSE OPENING SCENE

**CHIEF INTERN SNIVELY**

At first, I thought it was ordinary (A) (B) (C), but now it seems to be progressing into (A) (B) (C)

**CHIEF RESIDENT SNAVELY**

You fool! This building should have been quarantined at once! Can't you even diagnose (A) (B) (C) when you see it?

**CHIEF SURGEON STOVELY**

I'm afraid you're both stupidly mistaken. It's quite obvious that this is either the first known case of (A) (B) (C) or a

light touch of (A) (B) (C)

**CHIEF ORDERLY SMEDLEY**

Well, I'll be a monkey's (A) (B) (C)!

**CHIEF INTERN SNIVELY**

Not likely, Smedley.

**CHIEF SURGEON STOVELY**

Still, it can't be ruled out. And if that's it, then there's a carrier of (A) (B) (C) breathing on everyone in this city!

**ACT II** Dials on all of the machines in the operating room are fluttering weakly, thereby telling us that the doctors have worried expressions on their faces, which tell us that the patient is sinking fast, which tells us that a radio appeal for

more plasma must be made, thus telling us that the police will have to race through darkness on a mission of mercy, which tells us that things could still go either way in Act III.

## "MEDICAL SHOW" ACT III—INSTANT DIALOGUE PHRASEMAKER

(A)

1. Boundless
2. Wholehearted
3. Pent up
4. Indomitable
5. Really super

(B)

1. Unswerving
2. Starry eyed
3. Groping
4. Yankee
5. Death defying

(C)

1. Determination
2. Faith
3. Loyalty
4. Fanaticism
5. Stubbornness

### THE ALL-PURPOSE CLOSING SCENE

**CHIEF SURGEON STOVELY**

I admit being wrong, and it was only the (A) (B) (C) of you young doctors that saved this patient's life.

**CHIEF RESIDENT SNAVELY**

Nonsense, Your Eminence. We would have lost the battle if it hadn't been for the (A) (B) (C) of Chief Stodley's men.

**CHIEF OF POLICE STODLEY**

We merely exhibited the (A) (B) (C). that's expected of us.

**PATIENT**

Frankly, I thought it was my own (A) (B) (C) that pulled me through.

**CHIEF ORDERLY SMEDLEY**

I guess maybe you could say that every one of us showed the (A) (B) (C) we needed when the situation called for (A) (B) (C)

**CHIEF INTERN SNIVELY**

Not likely, Smedley.

**CHIEF SURGEON STOVELY**

I agree. And if you ever say that again, Smedley, I just hope you've got the (A) (B) (C) to find yourself a new job someplace else.



# THE VARIABLE BASIC "CRIME SHOW" PLOT

(Check multiple choice options to create your own trite story line)

## The assistance of

1. Cannon\_\_\_\_\_
2. Mannix\_\_\_\_\_
3. Barnaby Jones\_\_\_\_\_

## is sought out by an old

1. War buddy\_\_\_\_\_
2. Billionaire tycoon\_\_\_\_\_
3. Defrocked priest\_\_\_\_\_

## to investigate the apparent

1. Kidnaping\_\_\_\_\_
2. Dismemberment\_\_\_\_\_
3. Oddball behavior\_\_\_\_\_

## of a world famous

1. Diamond merchant\_\_\_\_\_
2. Bush pilot\_\_\_\_\_
3. Badminton star\_\_\_\_\_

## The case already has baffled

1. The police\_\_\_\_\_
2. The F.B.I.\_\_\_\_\_
3. God\_\_\_\_\_

## But Our Star finds a previously unnoticed

1. Shirt button\_\_\_\_\_
2. Cigarette ash\_\_\_\_\_
3. Stuffed elephant\_\_\_\_\_

## that convinces him the victim knew all about the

1. Smuggling operation\_\_\_\_\_
2. Embezzlement scheme\_\_\_\_\_
3. Black Sox Scandal\_\_\_\_\_

## Aided by

1. An anonymous tip\_\_\_\_\_
2. An alert newsboy\_\_\_\_\_
3. Dumb luck\_\_\_\_\_

## Our Hero is led to a notorious

1. Mafia loan shark\_\_\_\_\_
2. Las Vegas motel\_\_\_\_\_
3. All-night gravel pit\_\_\_\_\_

## where the mastermind of the plot confesses on his

1. Death bed\_\_\_\_\_
2. Plush patio\_\_\_\_\_
3. Way to the airport\_\_\_\_\_

## "CRIME SHOW" ACT I—INSTANT DIALOGUE PHRASEMAKER

### (A)

1. I have proof
2. I strongly suspect
3. I'm guessing
4. I'd like to think
5. I frankly doubt

### (B)

1. His Lordship
2. Those creeps
3. My mother
4. Big Dominick
5. Her maiden aunt

### (C)

1. Fled to Mexico
2. Buried the microfilm
3. Grew a mustache
4. Fenced the emeralds
5. Fled back from Mexico

## THE ALL-PURPOSE OPENING SCENE

### PRIVATE EYE

I suppose you realize that I could be killed or even lose my license if I were to testify that (A) (B) (C)

### CLIENT

I'm paying you a handsome fee to take that risk. Besides, the police are already aware that (A) (B) (C)

### PRIVATE EYE

But that's just the point! You can't have it both ways. Either

(A) (B) (C) or (A) (B) (C)

### PRIVATE EYE'S GLAMOROUS SECRETARY

Well, if you want my opinion, (A) (B) (C)

### PRIVATE EYE

Nobody wants your opinion, Wanda.

### CLIENT

Yea, Shut up, Wanda!

**ACT II** A gunfight in an underground parking garage leads to a wild auto chase over narrow mountain roads, which leads Our Hero to discover that someone has tampered with his brakes, which leads him to rough up a bartender who re-

fuses to answer questions, which leads to a foot race across the top of a hydro-electric dam, which leads to a fist fight under the main spillway, which leads to a whimpered confession of Mister Big's true identity, which leads to Act III.

## "CRIME SHOW" ACT III—INSTANT DIALOGUE PHRASEMAKER

### (A)

1. Don't shoot or
2. Leave quietly or
3. Quit bugging me or
4. Give up or
5. Play it smart or

### (B)

1. I'll have to
2. My associates will
3. You'll force me to
4. The cops will soon
5. This big dog may

### (C)

1. Drop dead
2. Scream for help
3. Get very upset
4. Go home
5. Throw up

## THE ALL-PURPOSE CLOSING SCENE

### PRIVATE EYE

The place is surrounded, so (A) (B) (C)

### MISTER BIG

You're bluffing, wise guy. Now, for the last time, (A) (B) (C)

### PRIVATE EYE

You've got just ten seconds, punk. And I'm warning you, (A) (B) (C) But if that seems a little rash, then (A) (B) (C)

### PRIVATE EYE'S GLAMOROUS SECRETARY

Since I'm the one caught in the cross-fire, all I've got to say to the both of you is (A) (B) (C)

### PRIVATE EYE

Mind your own business, Wanda.

### MISTER BIG

Yea. Butt out, Wanda.



# THE VARIABLE BASIC "WESTERN SHOW" PLOT

(Please check only one option per choice, or you'll ruin this great story.)

## Word reaches

1. Dodge City\_\_\_\_\_
2. Boot Hill\_\_\_\_\_
3. North Kung Fu\_\_\_\_\_

## that the

1. Dalton Brothers\_\_\_\_\_
2. James Brothers\_\_\_\_\_
3. Osmond Brothers\_\_\_\_\_

## have been released from

1. Prison\_\_\_\_\_
2. A nursing home\_\_\_\_\_
3. Their promise to their mother\_\_\_\_\_

## and are coming to get their hands on

1. The Marshal\_\_\_\_\_
2. The gold shipment\_\_\_\_\_
3. Any woman under 60\_\_\_\_\_

## The town soon finds itself in the grip of

1. Fear,\_\_\_\_\_
2. Vigilantes,\_\_\_\_\_
3. A smallpox epidemic,\_\_\_\_\_

## and townsfolk settle down to await

1. An ambush\_\_\_\_\_
2. A bank robbery\_\_\_\_\_
3. The next commercial\_\_\_\_\_

## Suspecting that the Bad Guys plan to

1. Tear up the town,\_\_\_\_\_
2. Stir up the Indians,\_\_\_\_\_
3. Wake up the Deputy,\_\_\_\_\_

## local saloon girls soon start getting

1. Hysterical,\_\_\_\_\_
2. Plastered,\_\_\_\_\_
3. \$20 in advance,\_\_\_\_\_

## The Bad Guys arrive, but disaster is averted

1. Too late,\_\_\_\_\_
2. In the nick of time,\_\_\_\_\_
3. A little too early,\_\_\_\_\_

## "WESTERN SHOW" ACT I—INSTANT DIALOGUE PHRASEMAKER

### (A)

1. Thieving
2. Shiftless
3. Horse stealing
4. Sneaky
5. Mule headed

### (B)

1. Low down
2. Gutless
3. Trigger happy
4. Yellow bellied
5. Sidewinder

### (C)

1. Varmints
2. Claim jumpers
3. Coyotes
4. Saddle tramps
5. Rattlesnakes

## THE ALL-PURPOSE OPENING SCENE

### BREATHLESS TELEGRAPHER

I just got word over the wire, Sheriff. Those (A) (B) (C) are sure enough headed this way.

### WEALTHY RANCHER

We gotta stop those (A) (B) (C) afore they can do whatever.

### COOL SHERIFF

Hold it! I'm in charge. Now, we mustn't show fear or it could turn those (A) (B) (C) into (A) (B) (C).

### HUMOROUS SIDEKICK

Ain't a thing to be askeered of nohow. Like I keep saying,

you show me a covey of (A) (B) (C), and I'll bet you may last cadenza they're nuthin' but (A) (B) (C).

### WISE DOCTOR

A cadenza is a musical flourish in a classical aria.

### HUMOROUS SIDEKICK

That don't make no never mind. You're just like them (A) (B) (C) out there.

### COOL SHERIFF

Hold it! I'm in charge here.

**ACT II** Tracking the crooks across 2,000 miles of desert wasteland naturally causes the Sheriff to spill the water from his canteen, misplace his horse and accidentally shoot himself. This naturally causes him to encounter a drunken Bible salesman, a ruthless Guatemalan bandit and a renegade

Swedish homesteader, all of whom naturally claim to have seen nothing unusual along the trail. This news naturally causes the Sheriff to crawl back to town, which naturally causes Act III.

## "WESTERN SHOW" ACT III—INSTANT DIALOGUE PHRASEMAKER

### (A)

1. The beautiful
2. The limp wristed
3. The motherly
4. The dedicated
5. The beloved

### (B)

1. And ever popular
2. Pious
3. Though weak minded
4. Sniveling
5. But old

### (C)

1. School marm
2. Blacksmith
3. Wells-Fargo agent
4. Town drunk
5. Half-breed dentist

## THE ALL-PURPOSE CLOSING SCENE

### GANG LEADER

Back off, Sheriff! We're holding (A) (B) (C) hostage in here.

### SHERIFF

Tough! I'm coming in, and I'm bringing (A) (B) (C) with me.

### GANG LEADER

Don't be a fool! Now step aside, or (A) (B) (C) and (A) (B) (C) are both gonna get it.

### HUMOROUS SIDEKICK

If that don't beat all tomfooleryed tarnation! Sheriff, if I was you, I wouldn't even take such talk offa (A) (B) (C).

### GANG LEADER

If you ever expect to see (A) (B) (C) alive again, you'd better make your humorous sidekick shut his big mouth, too, Sheriff.

### SHERIFF

That part I go along with. *(BLAM! BLAM! BLAM!)* Sorry, Sidekick.

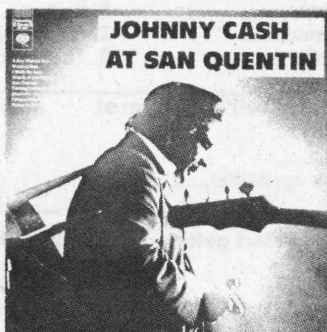
### FORMERLY HUMOROUS SIDEKICK

Don't fret yourself none. If it'll save (A) (B) (C), then I allow as how I reckon—*(GURGLE! WHEEZE! CLUNK!)*.



## SING-SING SING DEPT.

When Folk Singer, Johnny Cash rocked the music world and climbed to the top of the Record Charts with his two smash albums,



we at MAD figured it wouldn't be long before other recording stars, looking to capitalize on this new trend, would also start entertaining prisoners and cutting albums at various corrective institutions. Although this could have some drawbacks—like how do you get 'em to applaud when they're wearing handcuffs? — it would also mean a fast buck, and we'd be seeing these

# "PRISON" RECORD ALBUMS OF THE FUTURE

ARTIST: JACK RICKARD

WRITER: ARNIE KOGEN



## Jim Nabors AT THE LEXINGTON NARCOTICS CENTER



★ "MR. EXCITEMENT" ENTERTAINS DRUG ADDICTS WITH THESE BIG HITS: ★

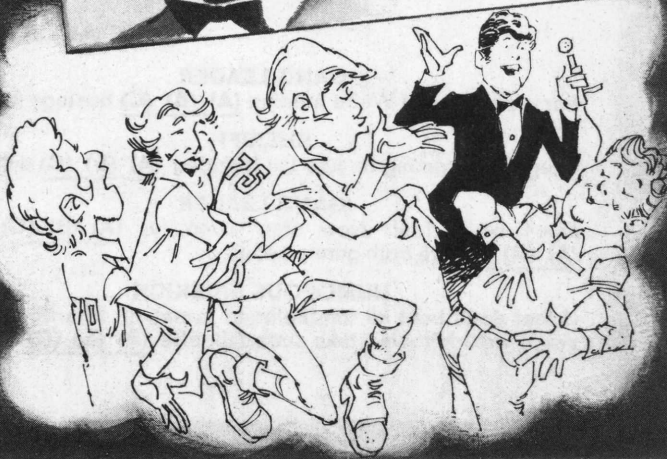
Is It True What They Say About Dexis?	• God Didn't Make Little Green Pep Pills	• Title Song From "They Shoot Horse, Don't They?"	• King Of The Roach	• Yes, We Have Smoked Bananas	• Your Lips Tell Me, "No-No!"—But There's Methedrine In Your Eyes
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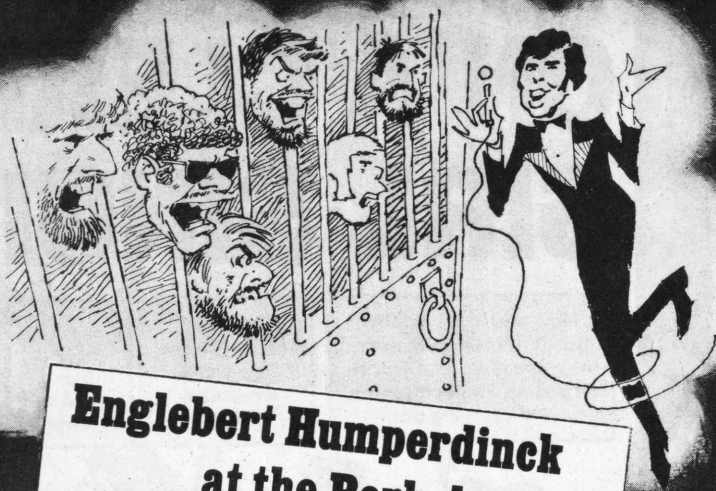
## Wayne Newton at the CHARLES ST. POLICE STATION in GREENWICH VILLAGE



Ode To Bill And Joe  
The Impossible Queen  
You're A Grand Old Fag  
What A Difference Sashay Makes  
Those Were The Gays, My Friends  
I Saw Brucie Kissing Santa Claus  
Maria, I Just Met A Guy Named Maria







## Englebert Humperdinck at the Berkeley Jail

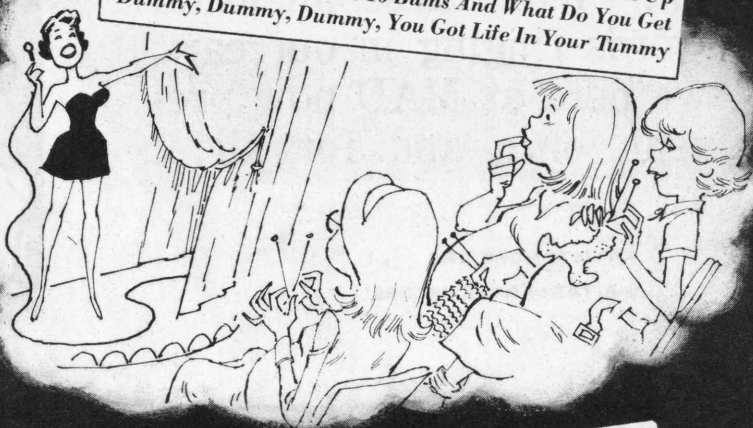


Stormy Weatherman  
See Ya Later, Agitator  
Molotov Cocktails For Two  
Abbie, Won't You Light My Fire  
Give Me That Old Time Sedition  
Tear Gas Keeps Fallin' On My Head  
Oh, When The Pigs Come Marchin' In  
I've Grown Accustomed To Their Mace

## CONNIE FRANCIS AT THE PHILADELPHIA HOME FOR WAYWARD GIRLS



Hey, There, Orgy Girl  
Thou Swell, Thou Pregnant  
Everybody's Talkin' 'Bout You  
Bridge Over Troubled Daughters  
That's Why The Lady Has A Cramp  
On The Street Where You Lived It Up  
You Date 16 Bums And What Do You Get  
Dummy, Dummy, Dummy, You Got Life In Your Tummy



## The King Sisters AT MATAWAN PRISON FOR THE CRIMINALLY INSANE



Sever On Sunday  
"D" You're Degenerate  
Stabbin' On The Corner  
Strangers In The Night  
If Ever I Would Cleave You  
I'll Never Maul My Love Again  
Deck The Halls With Parts Of Molly  
Try To Dismember A Guy In September



## KATE SMITH AT A GEORGIA CHAIN GANG



When The Goon Comes Over The Mountain  
May The Good Guard Lock And Keep You  
And One More For The Road Gang  
Ankles Away, My Boy  
Oh—Dem Golden Shackles  
These Brutes Were Made For Walking

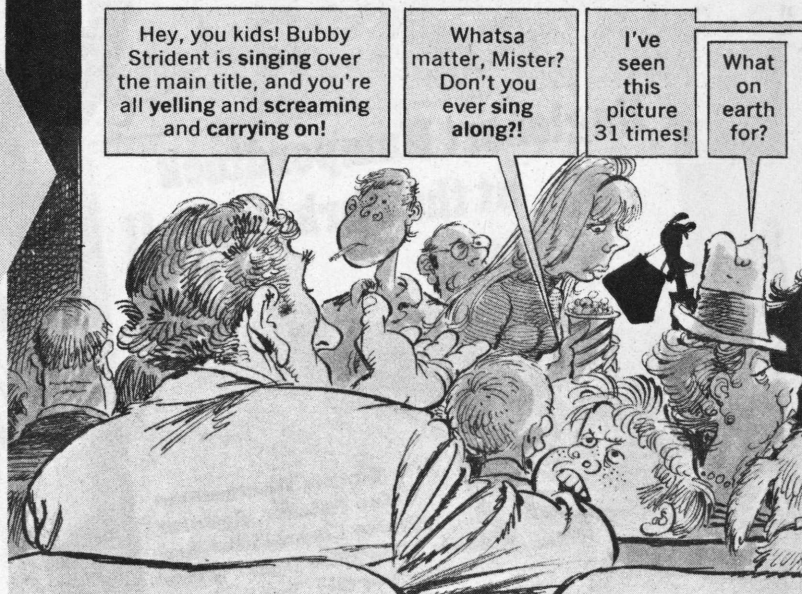




AS T. Byron Schmeer of Muncie, Indiana, once remarked to C. Fensterwick McCandless, of Hopatcong, New Jersey: "When you've seen one Barbra Streisand movie, you've seen them all!" With these immortal words ringing in our ears, we here at MAD now present, once and for all...

ARTIST: MORT DRUCKER  
WRITER: FRANK JACOBS

# ON A CLEAR GIRL SINGIN



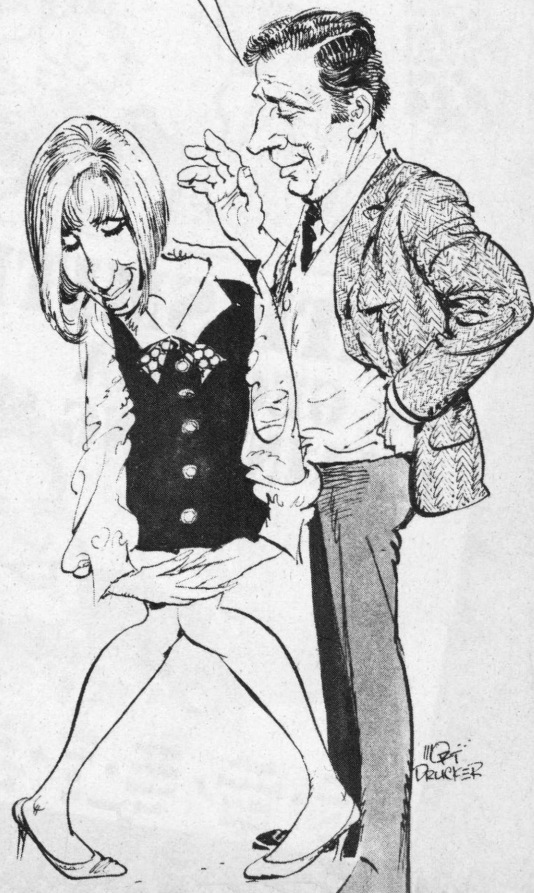
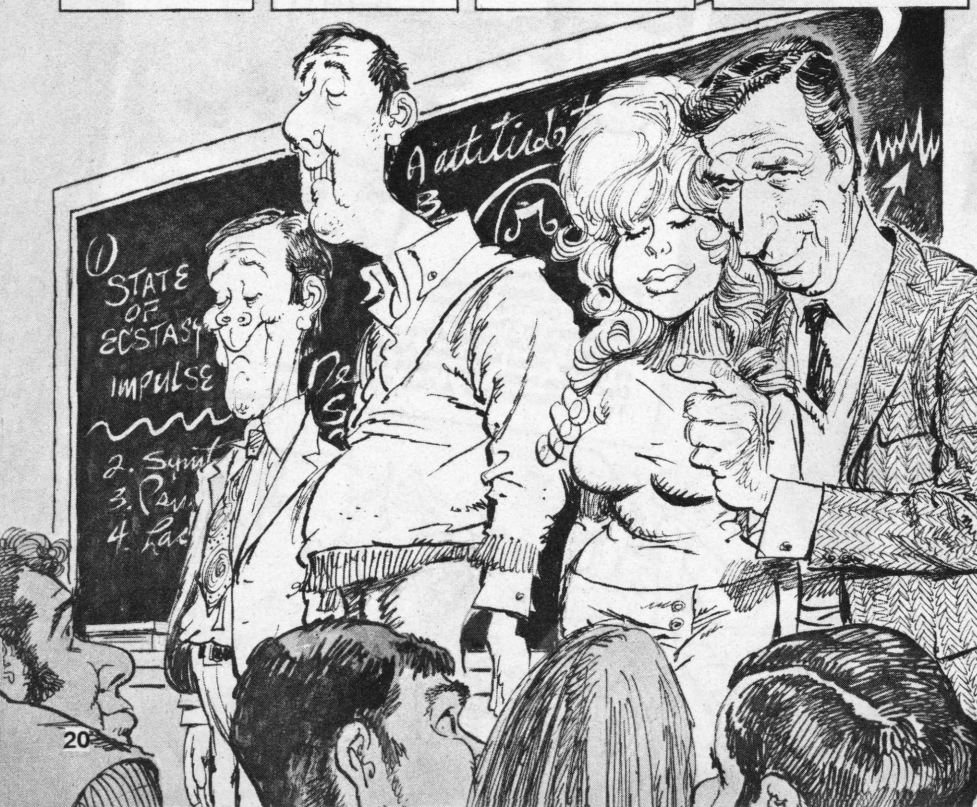
Class, I shall now demonstrate the scientific value of hypnosis by giving each of these subjects a post-hypnotic suggestion...

Mr. Jennings, when I clap my hands, you will awake, quack like a duck, jump like a frog, and eat like a horse...

Mr. Cooper, when I clap my hands you will awake, think you are an airplane, fly out the window of this 10-story building, bounce twice, and die...

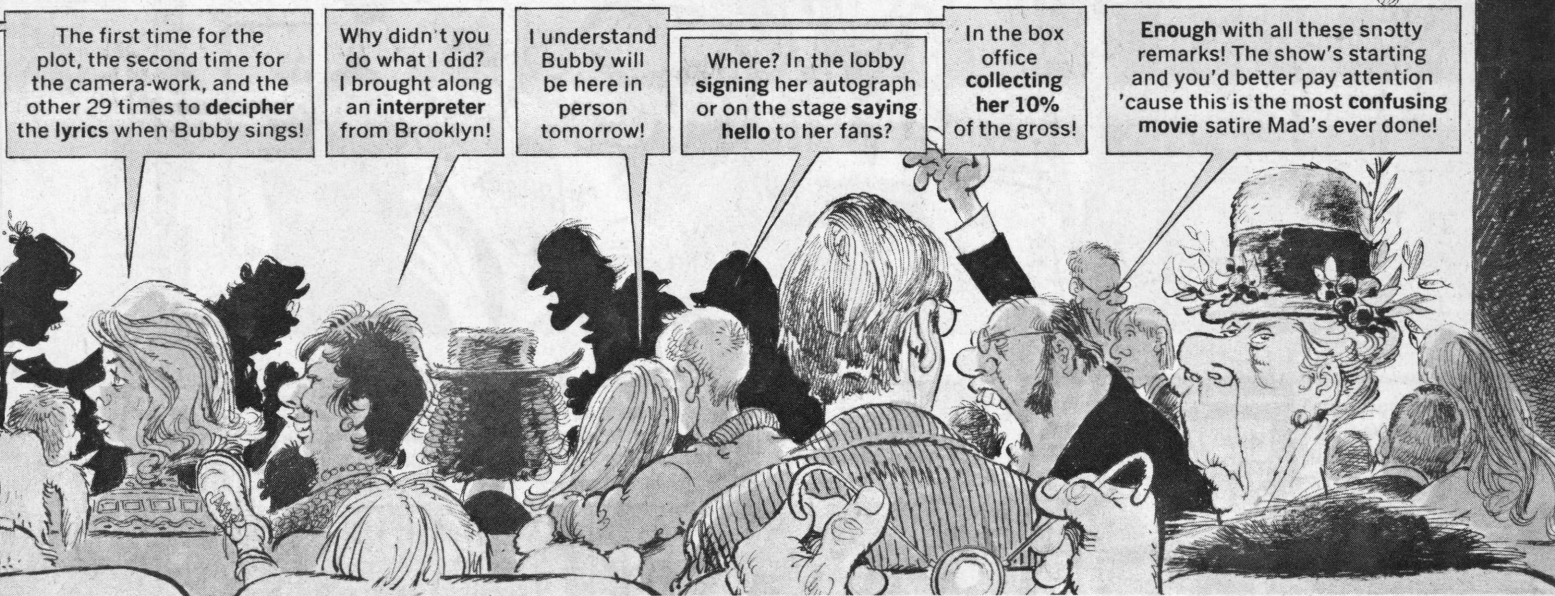
Miss Vavoom, when I clap my hands, you will awake, go to my apartment, slip into something comfortable, and wait for me in a state of trembling ecstasy! Ah, science!

Ah, this student is in the deepest hypnotic trance I've ever seen! Who are you? And please don't sing me your answer—I want to understand you!





# DAY YOU CAN SEE A FUNNY G "HELLO DOLLY" FOREVER



The first time for the plot, the second time for the camera-work, and the other 29 times to decipher the lyrics when Bubby sings!

Why didn't you do what I did? I brought along an interpreter from Brooklyn!

I understand Bubby will be here in person tomorrow!

Where? In the lobby signing her autograph or on the stage saying hello to her fans?

In the box office collecting her 10% of the gross!

Enough with all these snotty remarks! The show's starting and you'd better pay attention 'cause this is the most confusing movie satire Mad's ever done!

In real life I'm Bubby Strident! But in my first two movie incarnations, I was Bubby Borscht in "Bubby Girl" and Bubby Liver in "Hello, Bubby!" Except that when I was them, it was the same as being me, because no matter what part I'm playing I'm always the same zany, freaky girl from Brooklyn! You see...

\* In my queer way I'm a big sensation From my films in the past;

In my queer way— Like re-incarnation— I re-live every role with a slightly new cast;

Yet I wonder In this world that worships sex, How such crowds I'm always drawing when my films ain't rated "X"—

In my queer way, In my queer way, I'll go on forever, and ever, and ever just cash-ing checks!



\* Sung to the tune of "On A Clear Day You Can See Forever"



Bubby, I want you to go back, back, back in time . . . back to your first movie, "Bubby Girl" . . . back to the next panel . . .

Here I am, working in this sleazy vaudeville house while I wait for my first big break in show business!

Hey there, Bubby! Care for a quick game of Go Fish between numbers?

I don't know who you are, but you're the most gorgeous creature I've ever seen!

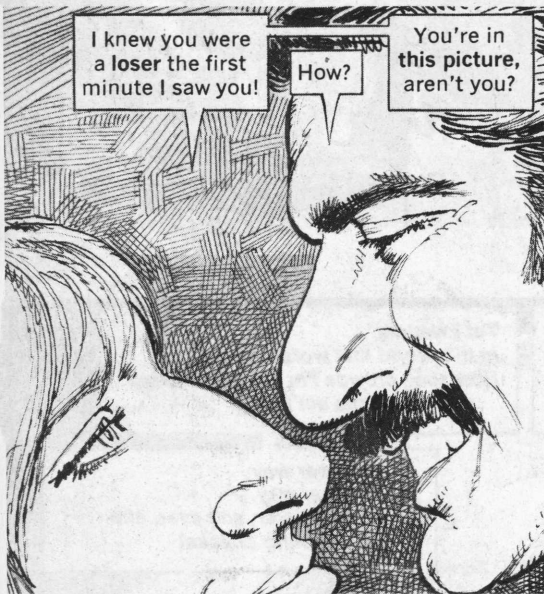
Somebody in this picture had to be! I'm Nick Arsenic, big-time gambler and professional loser!



I knew you were a loser the first minute I saw you!

How?

You're in this picture, aren't you?

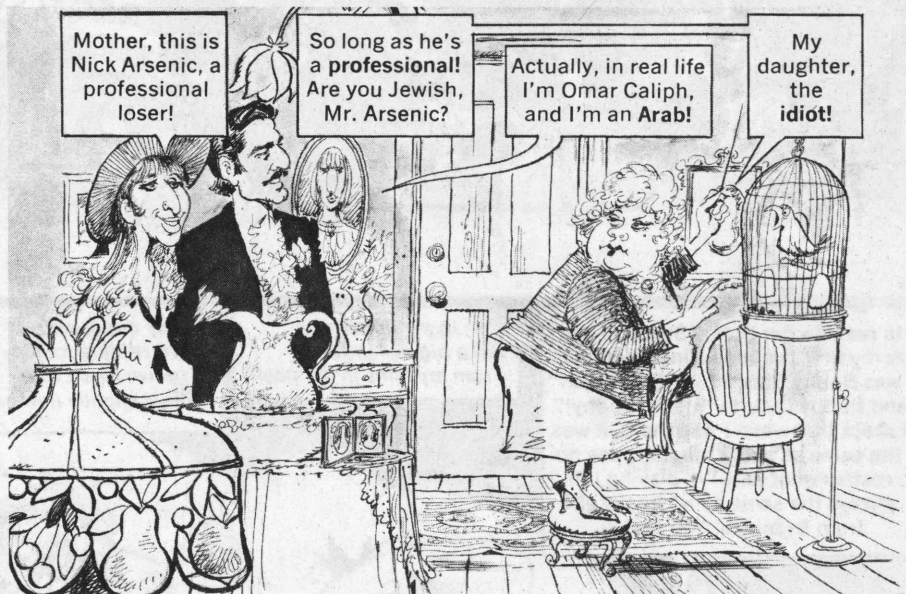


Mother, this is Nick Arsenic, a professional loser!

So long as he's a professional! Are you Jewish, Mr. Arsenic?

Actually, in real life I'm Omar Caliph, and I'm an Arab!

My daughter, the idiot!



Flo, take a look at your next big star!

You're right, I've never seen such gorgeous eyes, such a sexy profile, such a beautiful coiffure! I want you for my Follies!

Gee, thanks loads, Mr. Ziegfeld!

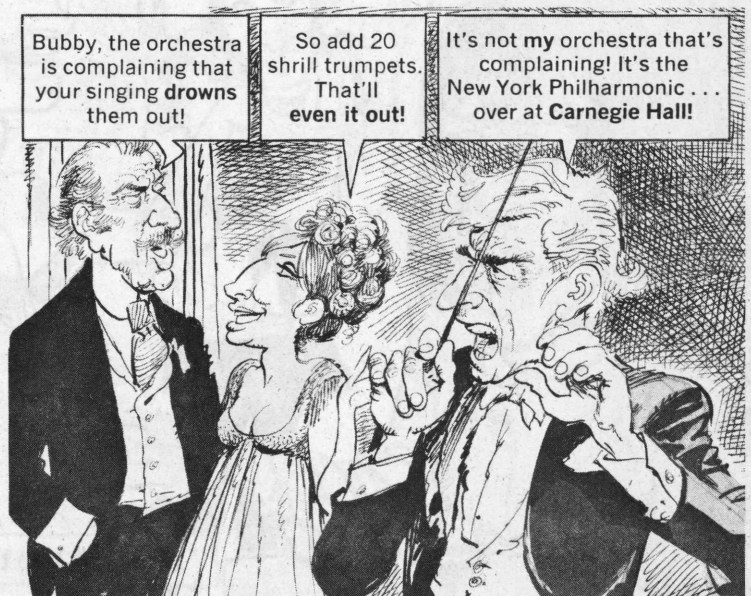
Not you! HIM!



Bubby, the orchestra is complaining that your singing drowns them out!

So add 20 shrill trumpets. That'll even it out!

It's not my orchestra that's complaining! It's the New York Philharmonic . . . over at Carnegie Hall!





Serves 'em right!  
Look, Flo, when it  
comes to singing,  
you should know that...

\* **Singing**—  
My own kind of singing—  
Is the best kind of singing  
...in the woid!

My screeching—  
Means high notes I'm reaching,  
And... when...  
I can't recall the theme,  
Out comes a piercing scream,  
And when I'm through exhaling,  
I'm wailing!

Lyrics—  
By making clear the lyrics—  
That's the worst kind of singing  
...in the woid!

I eschew it;  
Let Julie Andrews do it!  
I'm happy when I disguise  
Each line with shrieks, sobs, and cries  
And I find that each tune  
Quite soon...

I have murdered with my singing!  
My own kind of singing!  
It's the best kind of singing in  
...the... woid!

\* Sung to the tune of "People"

Now that I've married  
you, Bubby, answer me  
a question! Whatever  
possessed me to do it?

It's all my fault! I was  
sent back here through  
hypnosis by a psychiatrist!

Do you think he  
could send me back  
to "Lawrence  
of Arabia?"

Don't joke now, Nick! We're alone on  
this ocean liner with the moon and the  
stars casting their light on the  
shimmering sea! Surely, there is some  
tender sentiment you wish to express!

Peter  
O'Toole  
had  
better  
legs!

CIRCLE LINE

Our marriage is no good, Bubby!

I sort of **suspected**  
that on the first night  
of our honeymoon when  
I sat up all night  
while you played  
"Steal the Old Man's  
Bundle" with the steward!  
But I won't let you go!

Even though  
I've gambled  
away our  
house, our  
car, and our  
child?

I still  
won't let  
you go!

Even though  
I'm a rotten  
crook who's  
been in-  
dicted in a  
phony bond  
swindle?

I still won't  
let you go!

Even  
though  
I coughed  
during your  
perform-  
ance last  
night?

I'll pack  
your bags!

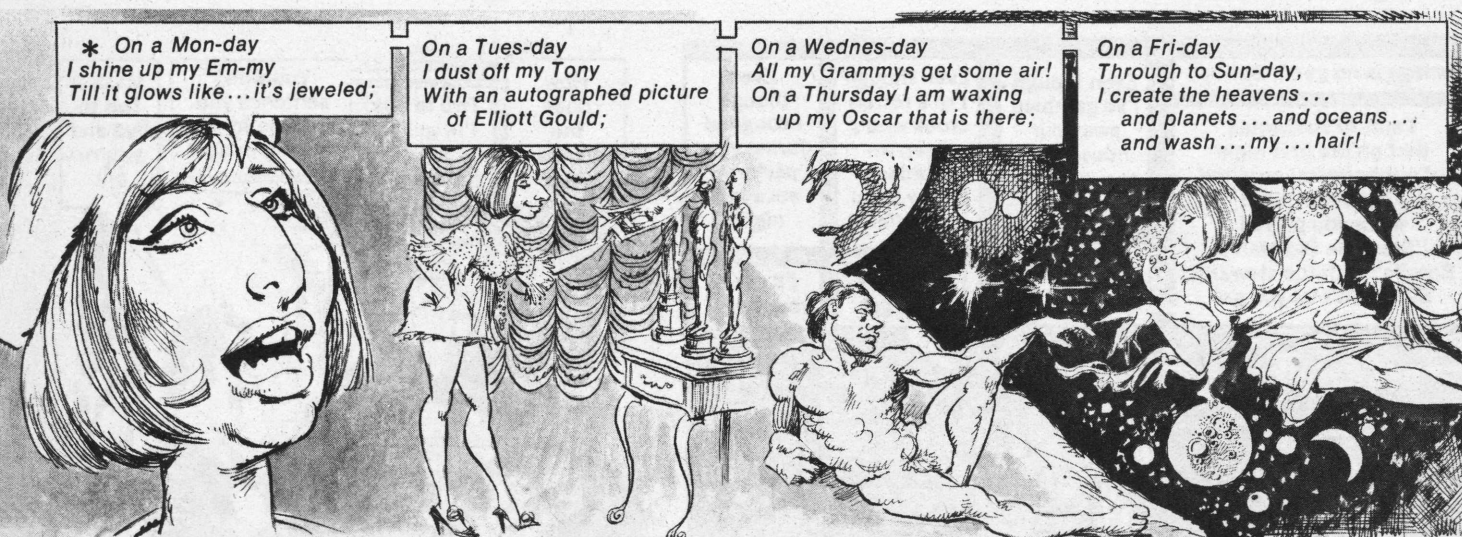
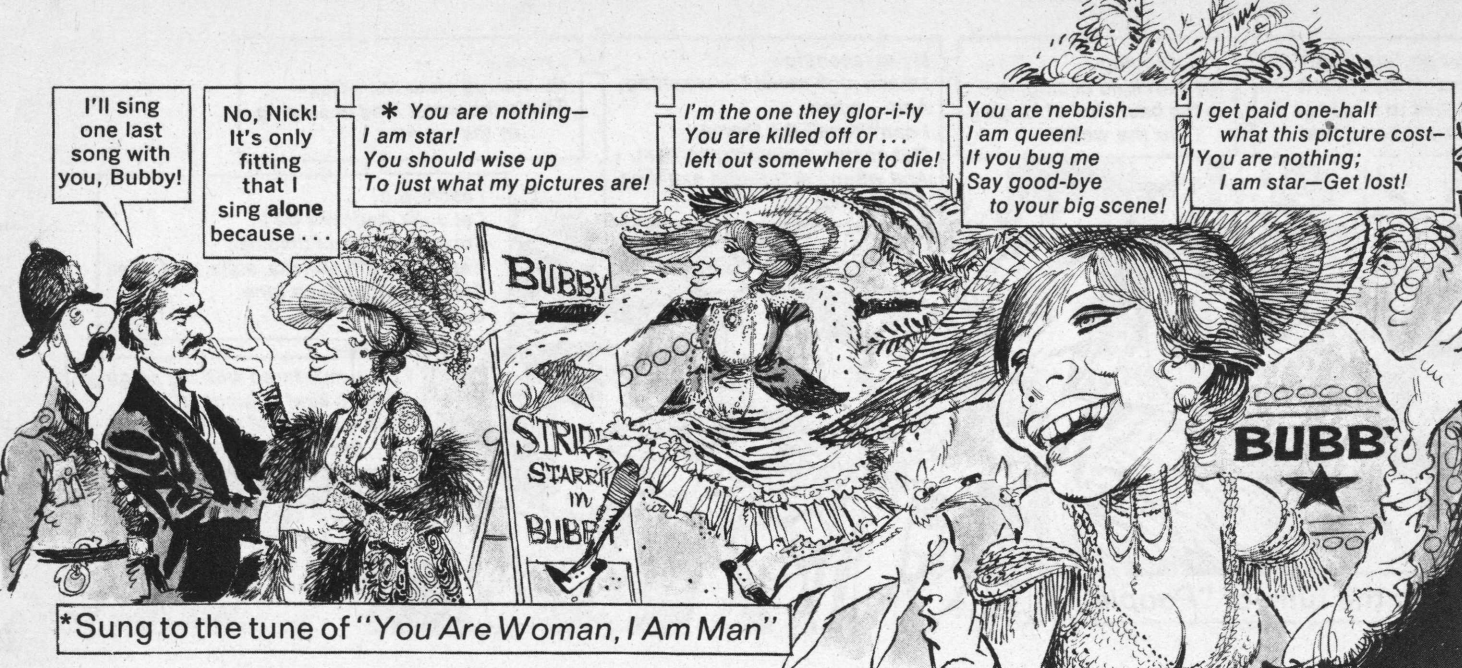
How  
does  
the  
defendant  
plead?

**Two to one**  
I'm guilty,  
your  
Honor!

You win! I  
sentence you  
to three to five  
years in prison!

Make it  
**two to**  
**five** and  
you're  
on!

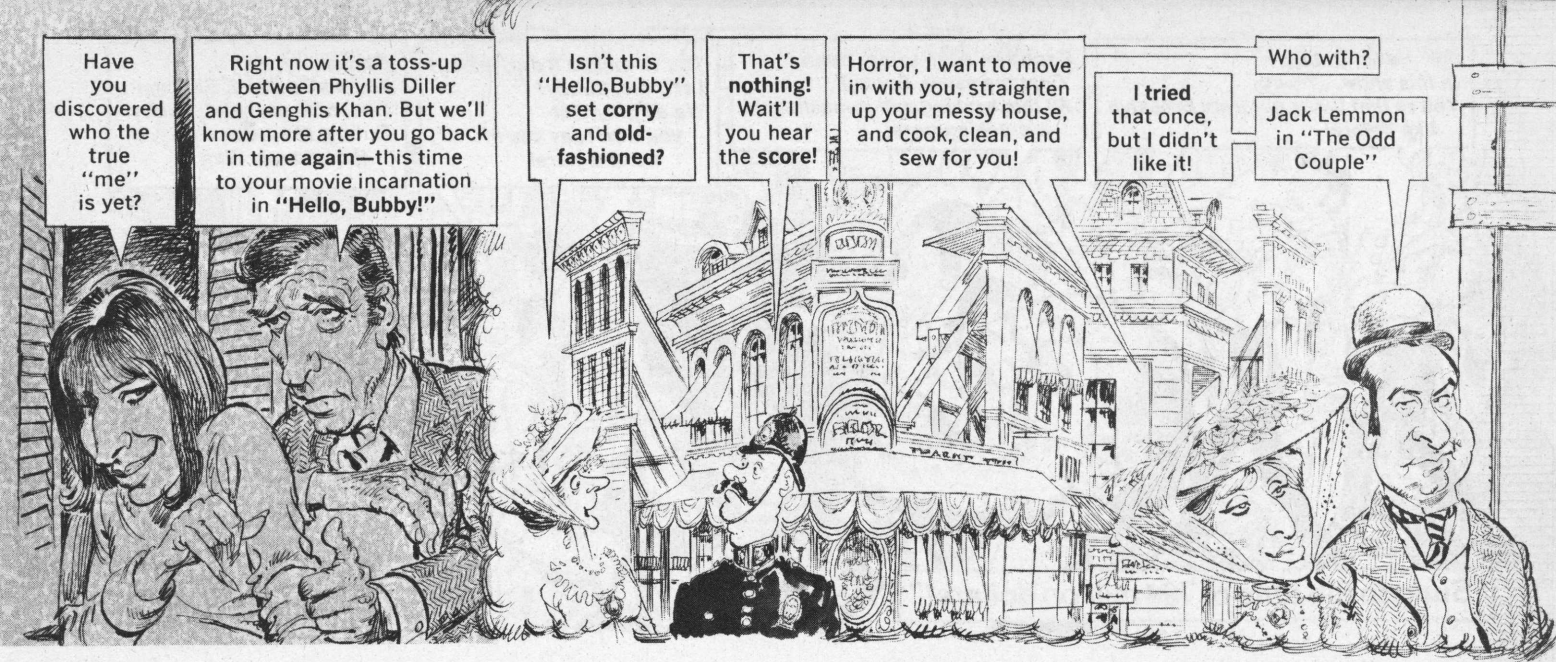




\* Reprise—to the tune of "On A Clear Day You Can See Forever"







Have you discovered who the true "me" is yet?

Right now it's a toss-up between Phyllis Diller and Genghis Khan. But we'll know more after you go back in time again—this time to your movie incarnation in "Hello, Bubby!"

Isn't this "Hello, Bubby" set corny and old-fashioned?

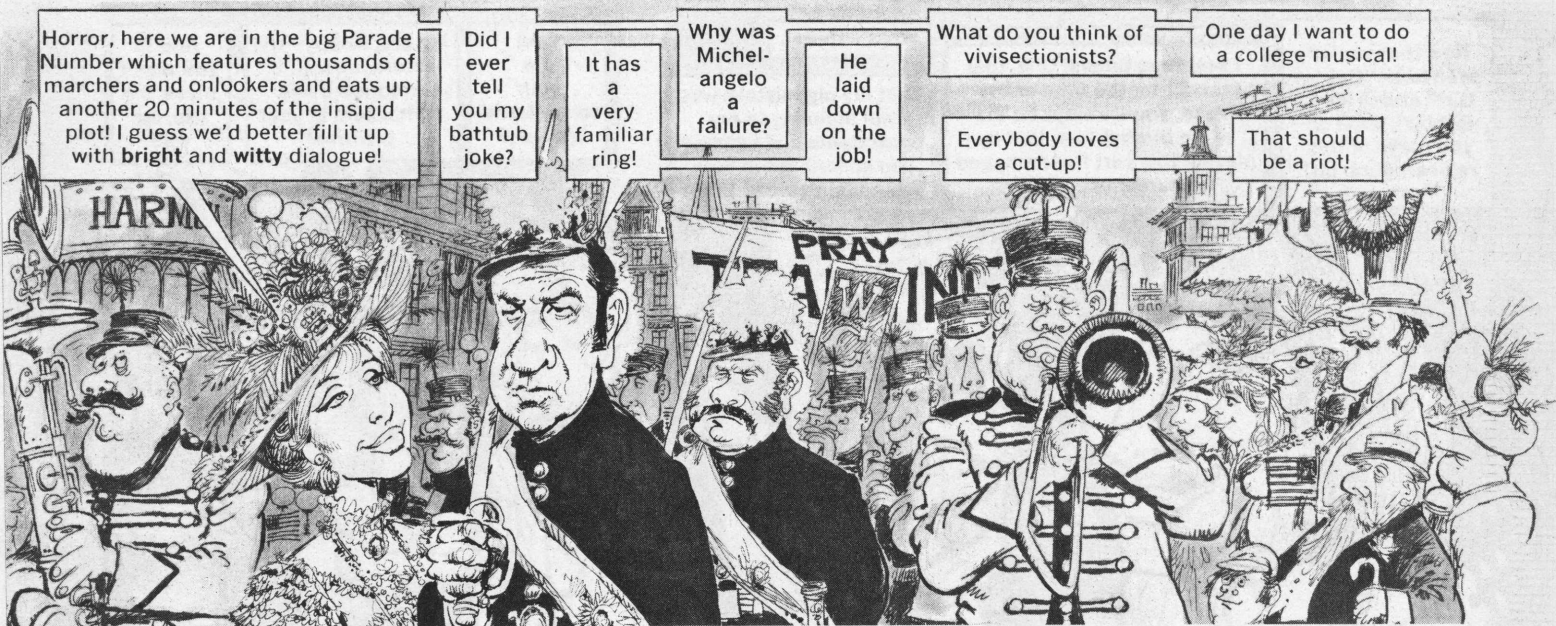
That's nothing! Wait'll you hear the score!

Horror, I want to move in with you, straighten up your messy house, and cook, clean, and sew for you!

I tried that once, but I didn't like it!

Who with?

Jack Lemmon in "The Odd Couple"



Horror, here we are in the big Parade Number which features thousands of marchers and onlookers and eats up another 20 minutes of the insipid plot! I guess we'd better fill it up with bright and witty dialogue!

Did I ever tell you my bathtub joke?

It has a very familiar ring!

Why was Michelangelo a failure?

He laid down on the job!

What do you think of vivisectionists?

Everybody loves a cut-up!

One day I want to do a college musical!

That should be a riot!



Spritz, der Harmonica Gardens will be honored tonight by der presence of our all-time favorite personality! I vill giff you three guesses who it is!

Is it Boss Tweed?

You're close! Der Kaiser?

You're closer! George Jessel?

No, dumkoff! Tonight Bubby is coming!



For her we're supposed to get excited?

Not for her, shtupid! The title song!

He's right! In a one-song show, what else is there to get excited about? Give us a "G," Satchmo...





\* Hello, Bubby!  
In this show, Bubby,  
You're that funny girl from Brooklyn  
like before!

Each film's the same, Bubby  
'Cept the name, Bubby!  
All this hashing and re-hashing is  
a crashing bore!

You've milked it dry, Bubby!  
Let it die, Bubby!  
We all pray that  
you won't say you'll  
do one more!

Oh ...  
We're all agreed, Bubby—  
One more we need, Bubby—  
Bubby, like we need  
the Vietnam War!

\* Sung to the tune of "24 million dollars!"



Now that you've  
seen both "Bubby  
Girl" and "Hello,  
Bubby", what do  
you make of this  
reincarnation bit?

I see **three things**! One, that  
no matter the time or the  
place, you'll **always be the  
same Bubby**! Two, that by  
playing this part I've damaged  
my career irreparably!

What's three?

That my **big mistake** was  
not listening to my  
**consultants** and sending  
you so far back in time  
you couldn't **come back**!



Who  
are  
your  
**consultants**,  
anyway?

We are, Bubby—the  
actors, directors,  
producers and  
composers of your  
pictures!

And if  
you won't  
make the  
trip, we  
will!



Nobody's going  
**anywhere**, because  
there's one thing  
you've forgotten ...

\* In New York,  
In L.A.—  
I command;  
You obey;  
'Cause I'm worth  
Ev'ry day,  
A buck to you!

Scrap that scene!  
Add new clothes!  
Drop that song!  
Film my nose!  
'Cause I'm worth,  
Heaven knows,  
A buck to you!

I'm the queen  
Of show-biz!  
And right here's where it is  
'Cause I'm out-grossing Liz!  
I'm so fab  
I may grab  
Burton, too!

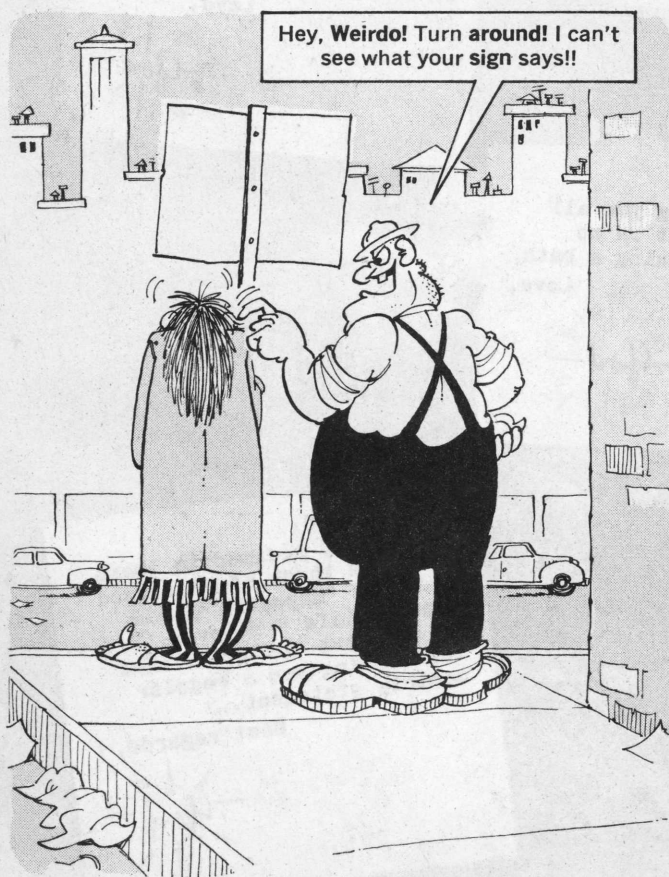
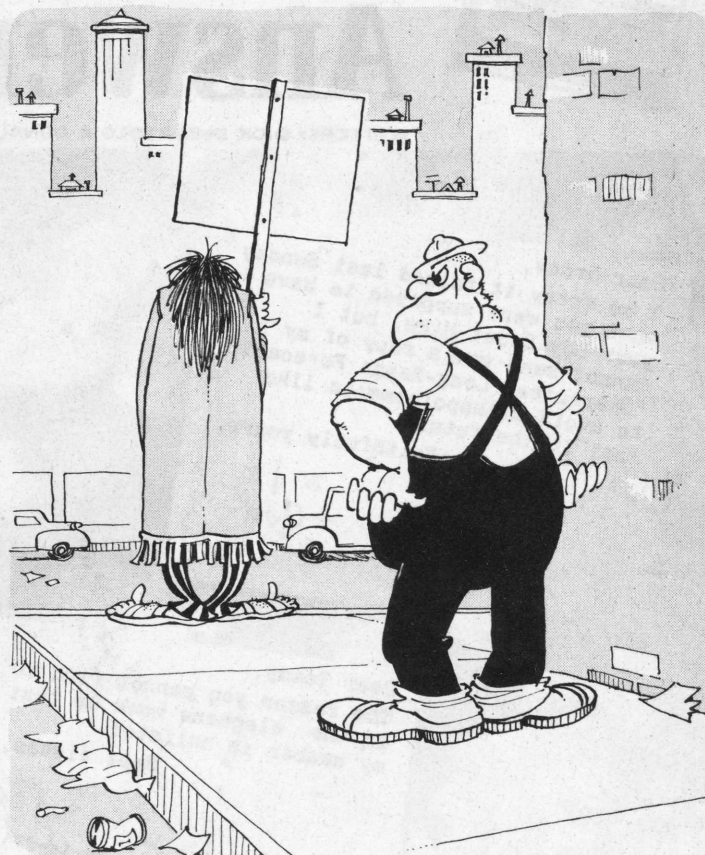
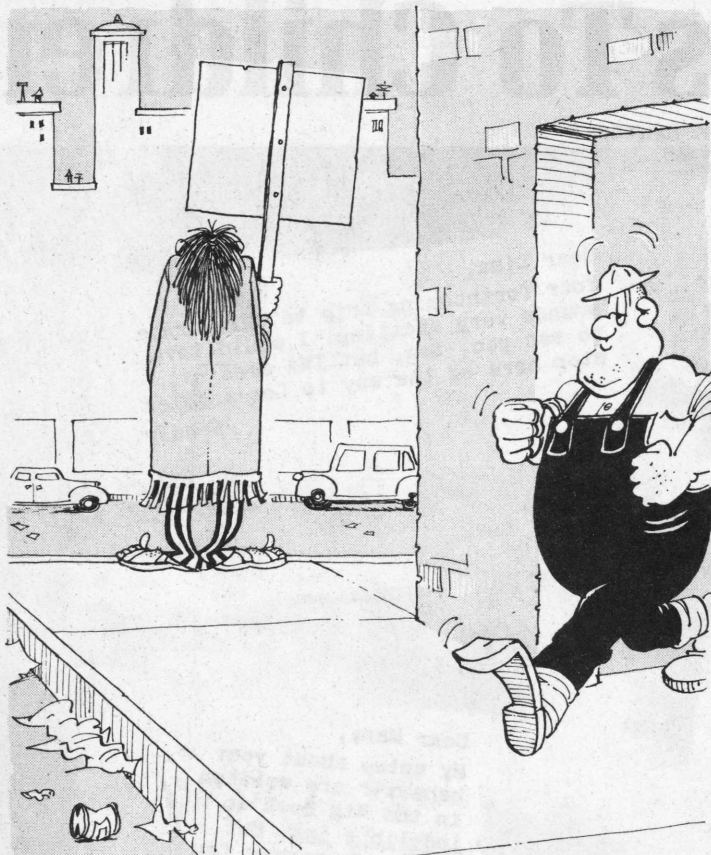
Kiss my hand!  
Kiss my feet!  
I don't sing—  
You don't eat!

'Cause I bring in the dough—  
If I leave, there's no show—  
And I'm worth, you should know,  
A buck to you!

\* Sung to the tune of "Come Back To Me"

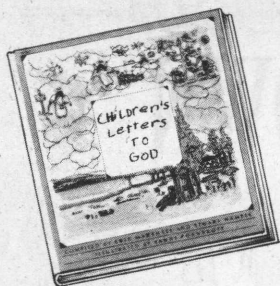


# ON A STREETCORNER DOWNTOWN



D. MARTIN





## HEAVEN SENT DEPT.

Recently, someone published a book called "Children's Letters To God." It was so popular, another book was published called "More Children's Letters To God." Now, that one is so popular, by the time you read this

# Answers To Children's

WRITERS: DICK DeBARTOLO & DONALD K. EPSTEIN

Dear Bruce,  
I am sorry it rained last Sunday when you were supposed to have your Boy Scout Hike, but I cannot send you a copy of my "Guaranteed Long-Range Forecast" to avoid disappointments like that in the future.

Faithfully yours,

—God—

Dear Lisa,  
Your forthcoming trip to California sounds very exciting. I would love to see you, too, but TWA does not stop here on the way to Los Angeles.

Fondly,

—God—

Dear Tommy,  
The reason you cannot find me in the telephone book is that my number is unlisted.

Best wishes,

—God—

Dear Mary,  
My notes about your behavior are written in the Big Book in indelible ink. But thank you anyway for the nice eraser.

Love,

—God—

Dear Beth,  
I am sorry, but it is not up to me to make bacon "kosher."

Sincerely,

—God—

Dear Laurie,  
Yes, I am watching you all the time. But that is no excuse for not taking a bath.

Love,

—God—

Dear Jerry,  
I do spend a lot of time in Brooklyn, but that was not Me you saw on the IND subway last Saturday afternoon.

Love,

—God—

Dear Sharon,  
I was very pleased to learn that you think of your good deeds as "deposits in the Bank of Life." However, I do not have the facilities for sending you a regular monthly statement.

Best regards,

—God—



article, they'll probably publish one called "Still More Children's Letters To God." Well, it seems to us that there's an awful lot of one-way letter-writing going on, so MAD remedies the situation with

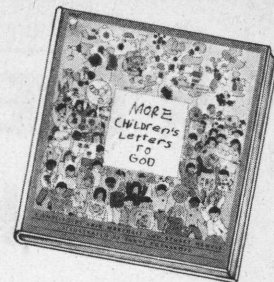


PHOTO BY D.P.I.

# s Letters-From GOD

Dear Linda,  
I am glad you received  
a new camera for your  
birthday, but it would  
be against the rules  
to let you come up here  
and take pictures.

Love,

—God—

Dear Jonathan,  
Thanks for your inquiry, but I  
really do not have a favorite.  
I like all the Commandments.

Love,

—God—

Dear Leslie,  
Thank you for your concern,  
but I do not find it a  
"drag" working Sundays and  
religious holidays.

Sincerely,

—God—

Dear Susie,  
I know you have doubts  
about my existence, but  
in the future please  
do not address your  
letters to:

Occupant,  
Heaven,  
U.S.A.

Thank you.

Sincerely,

—God—

Dear Tracy,  
You may tell your mommy  
I said it is not a "sin"  
to leave the peas in  
your TV dinner.

Love,

—God—

Dear Robin,  
Even though your daddy  
says they are "God-awful,"  
I am not responsible for  
the shows you watch on  
television.

Sincerely,

—God—

Dear Edward,  
You sound like a very enter-  
prising young man, but I  
really do not feel that there  
is a market for holy water in  
"No-deposit, No-return Bottles."

Sincerely,

—God—

Dear Randy and Ricky,  
It does not matter  
which one of you  
sleeps where. I'm  
just as close to  
the one in the  
bottom bunk.

Love,

—God—

Dear Harvey,  
Yes, I can hear you  
singing in the church  
choir every Sunday.

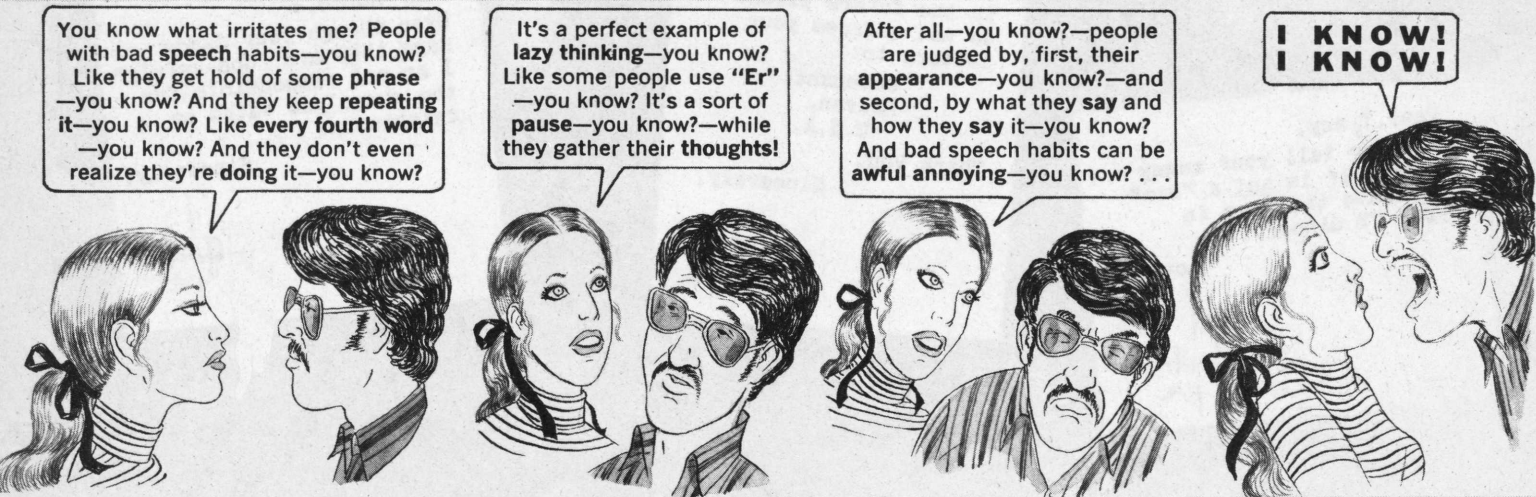
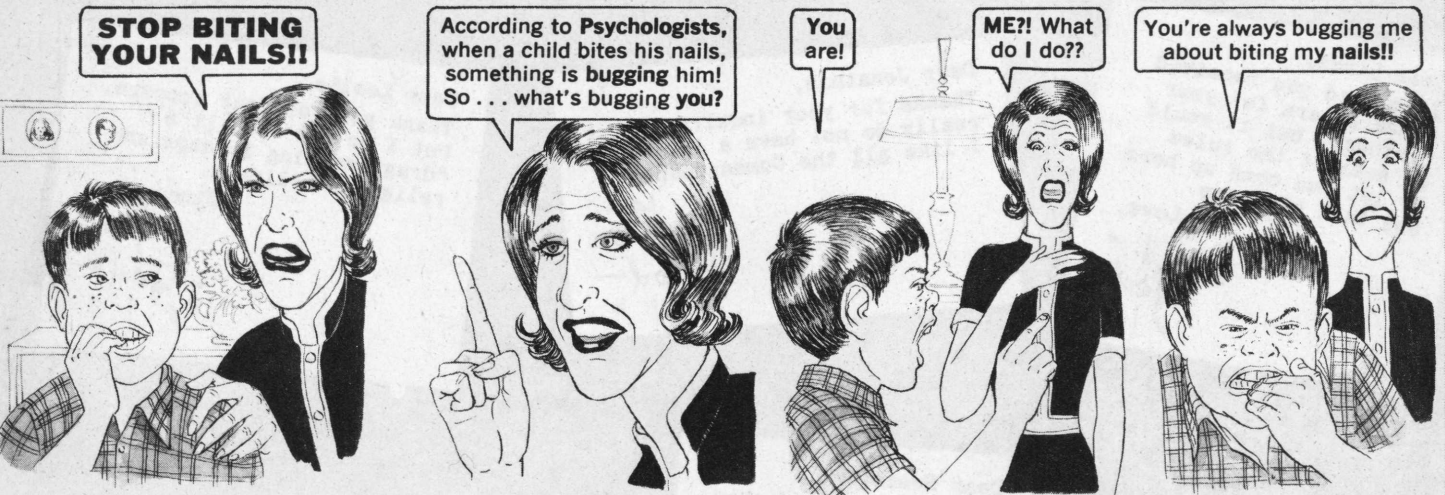
Do not call Us --  
We will call you.

Sincerely,

—God—



# THE LIGHTER SIDE OF... BAD





# HABITS

ARTIST & WRITER: DAVE BERG

Isn't that a television set I see Jimmy carrying into his house?

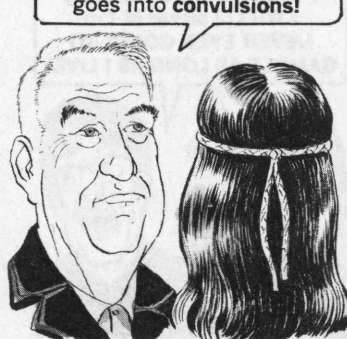
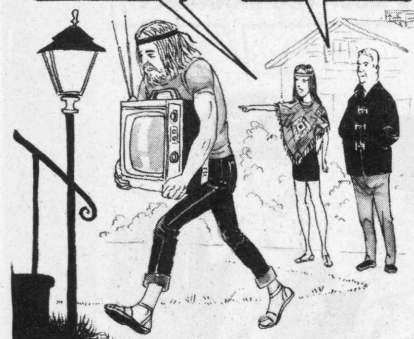
Yep! And that's the fifth set this week! Jimmy has a terrible habit!

He **STEALS** television sets . . .

Wow! That **IS** terrible!

He steals television sets because he has a **\$60-a-day NARCOTICS** habit! If he doesn't come up with the money for a daily fix, he goes into convulsions!

Oh, is that all!? I thought it was something **REALLY SERIOUS** . . . like being hung up on **TELEVISION!!**



What in heck are you doing?

I'm trying to figure something out!

So? What effect does **scratching your head** have on the thinking process?

Gee . . . none, I guess! It's a silly habit! But, most people do it!

You're supposed to be the smart one in this family! You tell me . . . why **DO** people scratch their heads when they're thinking??

I never really thought about it before!

Hmmmm! Le'me see . . .



Honey, you have one terrible habit that grates on my nerves!

I grate on **HIS** nerves! What gall! He's always **cracking his knuckles** and driving me out of my skull!

You really have to get rid of this bad habit!

Yipe! He's doing it again! I swear, if he does it one more time, I'll **SCREAM!!**

All it takes is a little will-power and self-control!

**YAAH!**

**THERE! THAT'S WHAT I'M TALKING ABOUT! YOU'RE ALWAYS SCREAMING!**





I finally got you to break that nasty and dangerous habit of smoking cigarettes—and now you've got another disgusting habit! Chewing gum!!

But that's how I broke the cigarette habit . . . by chewing gum, instead!

Why do all your bad habits have to do with your mouth?

I guess it's a form of insecurity that goes back to my weaning period!

I don't care! I pulled the cigarette out of your mouth, and now I'm telling you to spit out the chewing gum! Go find another substitute!



I'm a terrible person! I've got this awful hang-up! I'm a compulsive gambler! It's like being an alcoholic! I keep gambling away the rent and the food money while my poor family goes without!

I've got to **CHANGE!!** And I **WILL!** I swear it! I'm **NEVER EVER GOING TO GAMBLE AS LONG AS I LIVE!**

You **SAY** it . . . but you don't mean it!

Oh, yeah?! You don't think I can do it . . . ?!

**HOW MUCH YOU WANNA BET?!**



Yessiree! I handle things **pretty well!**

What are you **TALKING** about?! If you don't have your **coffee** the minute you get up, you're just no good for the rest of the morning!

And if you don't have a **tranquilizer** at lunch, you're just no good for the rest of the **afternoon!** And if you don't have a **cocktail** before dinner, you're just no good for the rest of the **evening!**

And if you don't have your **sleeping pill** before bed, you're just no good for the rest of the **night!**

Well . . . other than that, I handle the **REST** of the day pretty well!



My wife says that I'm the messiest person she **knows!** She says that being a slob is just a bad habit!

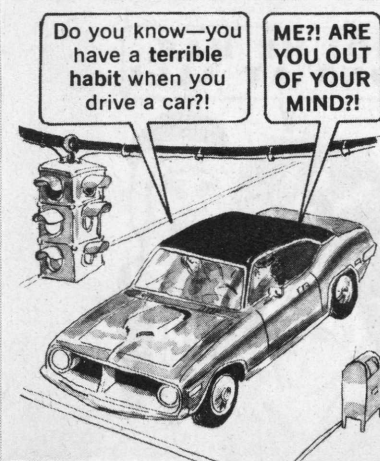
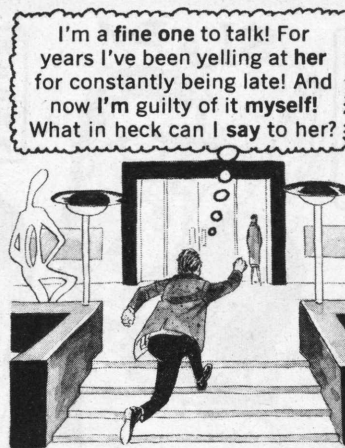
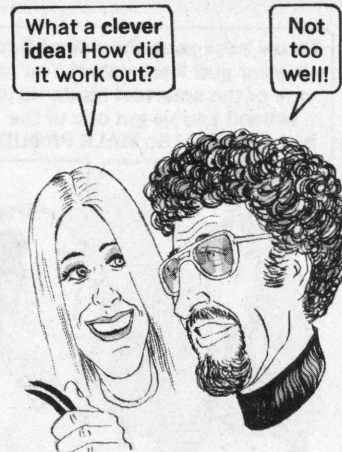
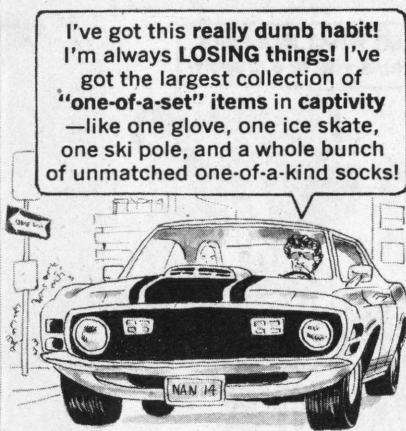
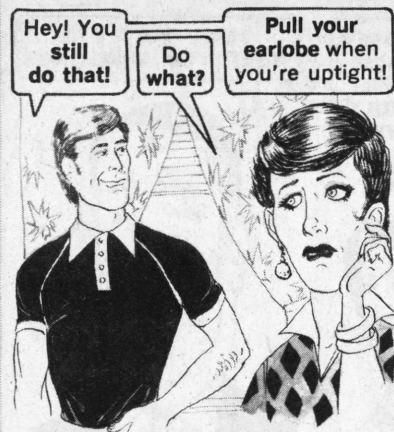
She always nags me about it! She says that being a slob is just **carelessness!**

She says it's the result of laziness . . . of doing things without **thinking!**

Frankly, I don't know what in heck she's talking about!









Will you listen to that! All day long she sings! It's annoying!

I think it's very nice! She has a lovely, soothing voice!

So she has a lovely, soothing voice! It's still annoying!

And her choice of music is in very good taste!

So she has good taste! It's still annoying!

Besides! She's one of those rare people! She's **TRULY HAPPY!!**

**YEAH! THAT'S WHAT'S SO ANNOYING!!**

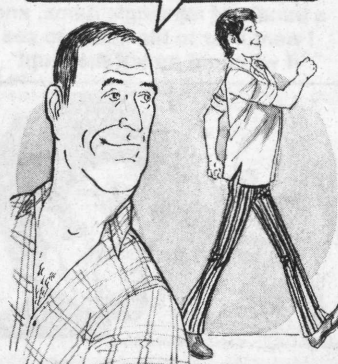
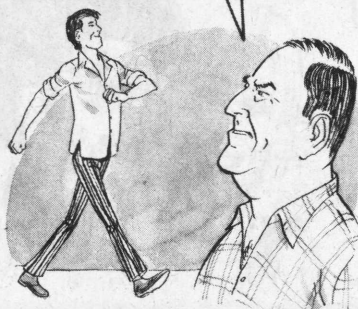
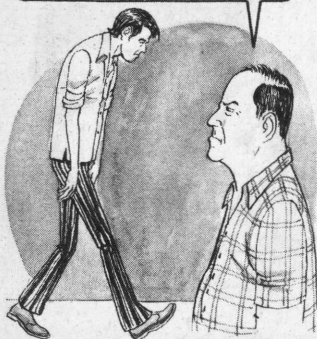


Your posture is terrible, lately! You're getting into the habit of **stooping** over when you walk!

Throw back your shoulders! Suck in your gut! Remember! You're one of the smartest students in school! You've got one of the highest I.Q.'s! So **WALK PROUD!**

That's better! See? You can do it! Just remember that you've got **POTENTIAL!!**

**SO WHAT** if the girls think you're a creep!?!



Thank you for calling! Yes, I'll take care of it right away! Good-bye!

Do you know that when you talk on the phone, you have a **bad habit!** You **DOODLE!** And doodling is an unconscious act! It can be very revealing! F'rinstance, the way you drew this indicates that you are **oversexed and promiscuous!**

**SLAP!**

Why did she slap you!

Because of a terrible habit!

Hers. . . ?

No, mine! I psychoanalyze people!



You've heard of husbands who have bad habits?! Well, **MY** husband has them **ALL** beat!!

Some husbands **drink** too much! Some husbands **gamble!** Some leave their clothes lying around . . . or have certain rituals that can drive you up the wall!! Well, you ain't heard nuthin' yet!!

My husband is absolutely impossible to live with!

My goodness! He has that many bad habits!!

**NO! HE HAS NONE AT ALL!**



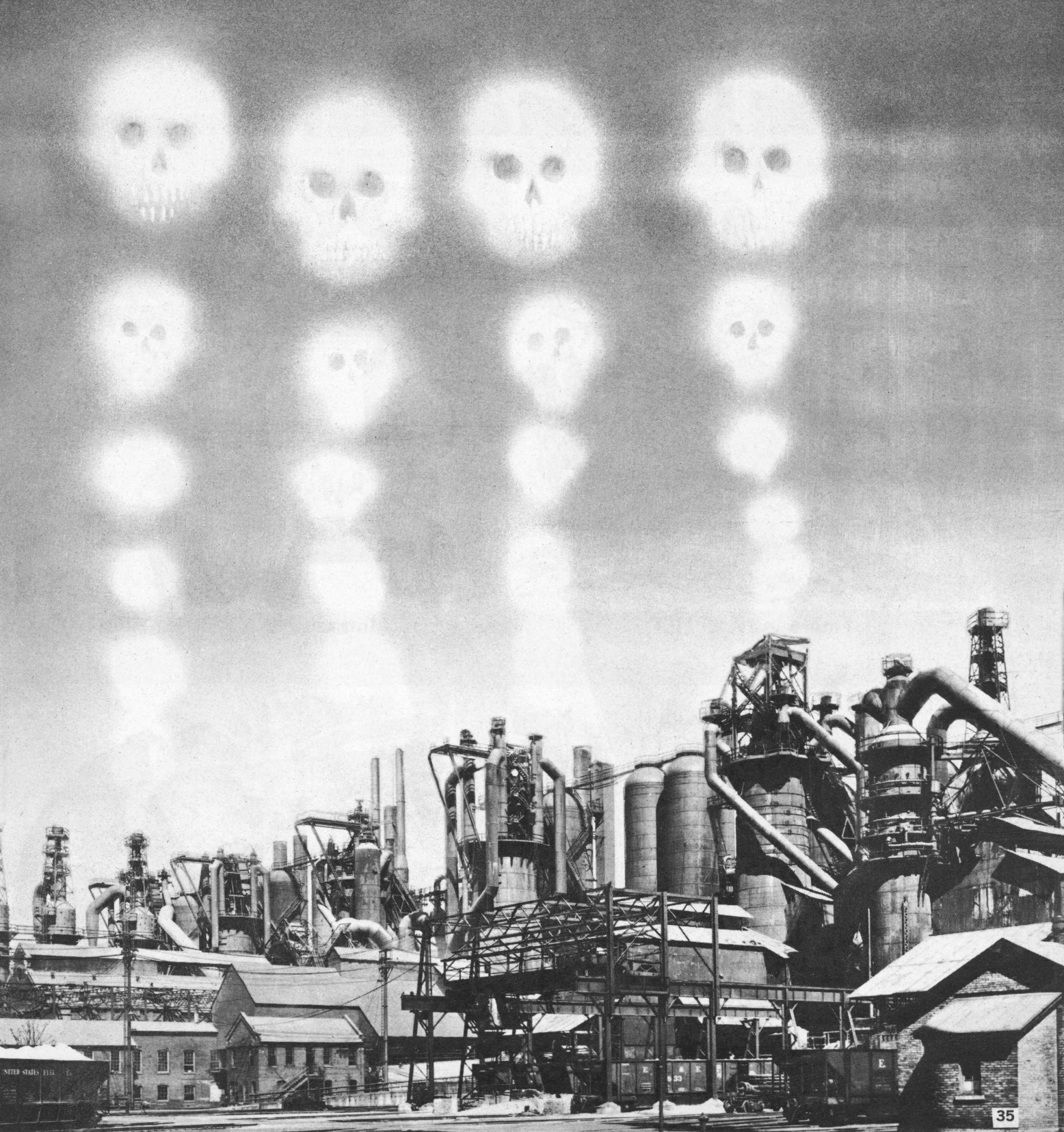


ENVIRON-MENTAL ILLNESS DEPT.

# MAD SALUTES

## THE OUTPUT OF AMERICAN INDUSTRY

CONCEIVED BY MAX BRANDEL





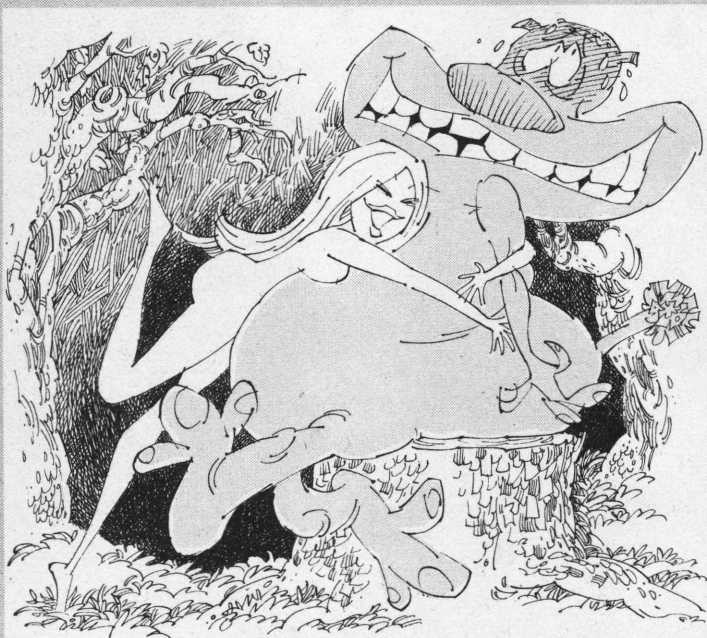
THINGS THAT GO BUMP IN THE TRITE DEPT.

Hey, gang! It's time once again for MAD's nutty old "Cliché Monster" game. Here's how it works: Take any familiar phrase or colloquial expression, give it an eerie setting so you create a new-type monster, and you're playing it. Mainly, you're—

# HORRIFYING CLICHÉS

ARTIST: PAUL COKER, JR.

WRITER: MAY SAKAMI



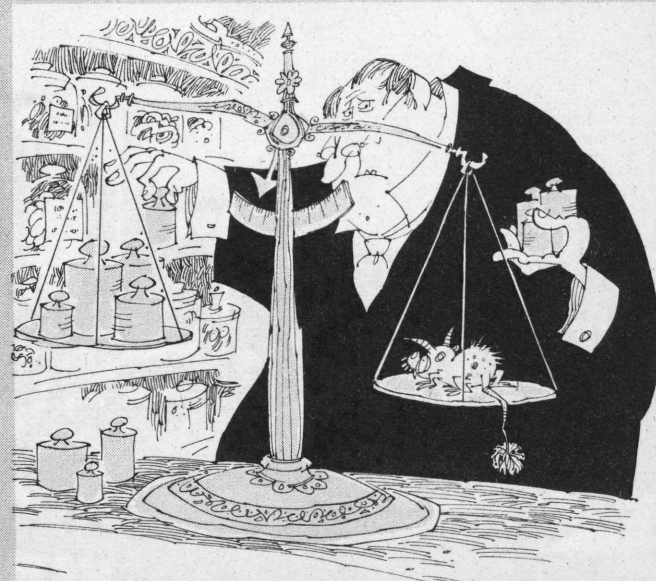
Embracing A BELIEF



Introducing A RESOLUTION



Avoiding A CONFRONTATION

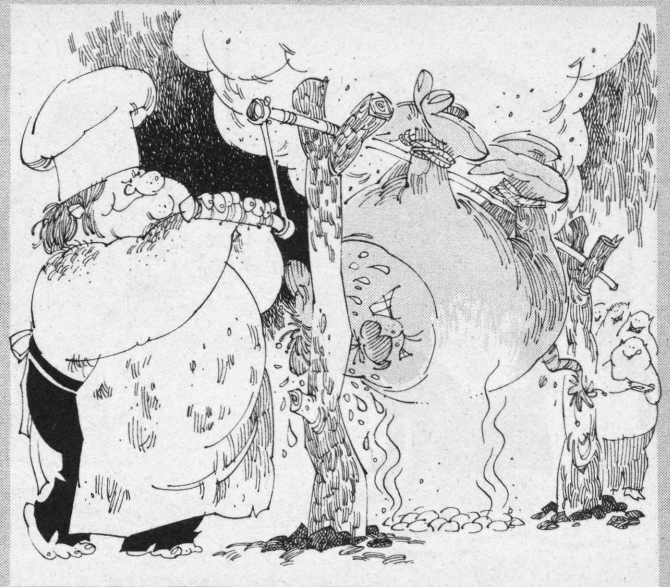


Weighing An ALTERNATIVE

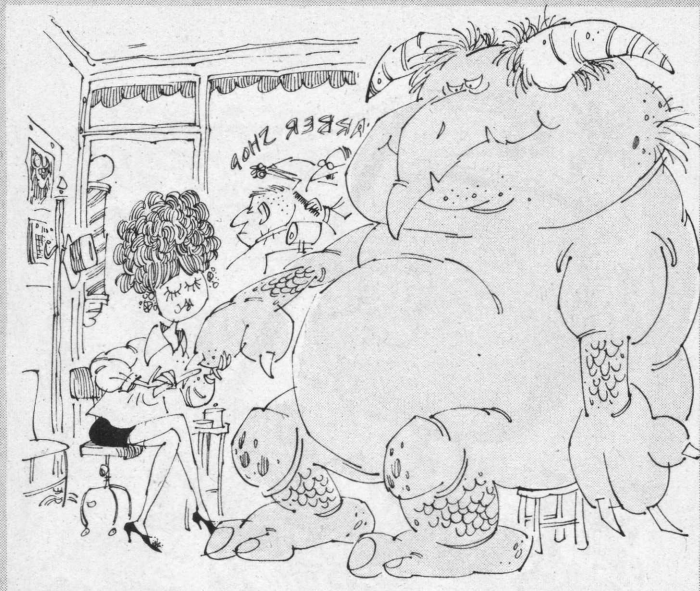




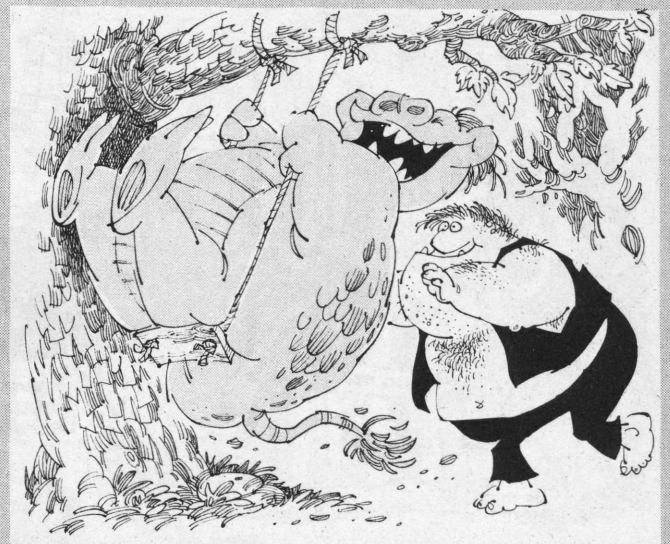
**Fishing For A COMPLIMENT**



**Grilling A SUSPECT**



**Filing A RETURN**



**Swinging A DEAL**

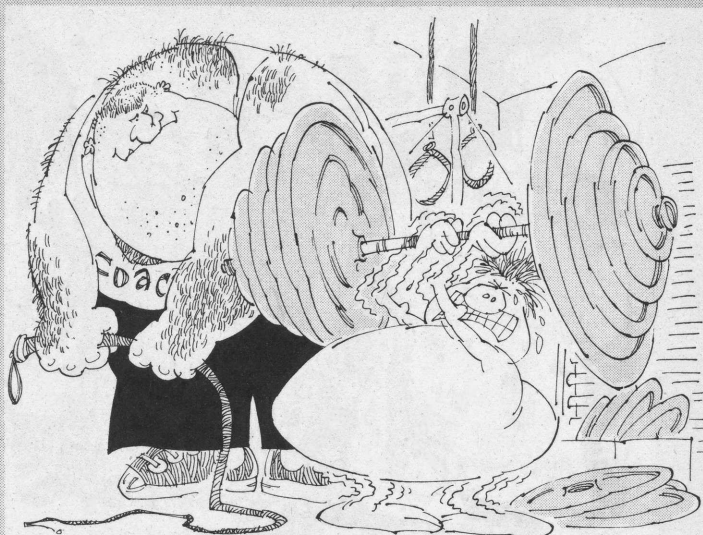


**Tickling A FANCY**



**Controlling An IMPULSE**

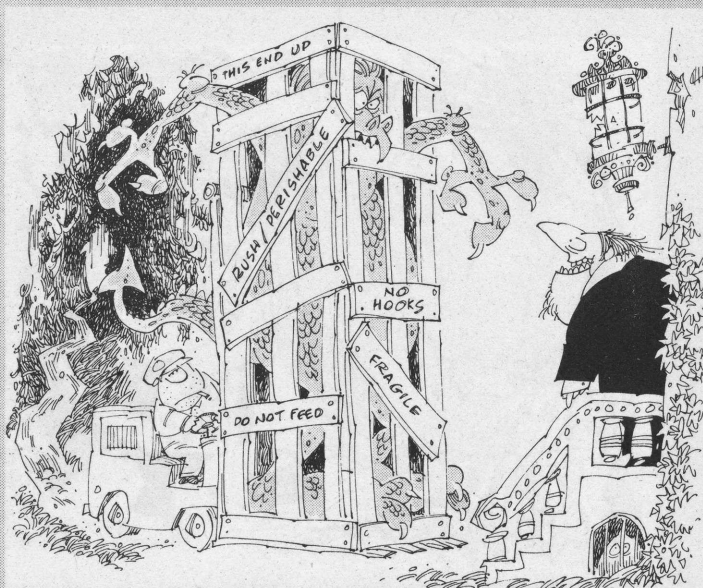




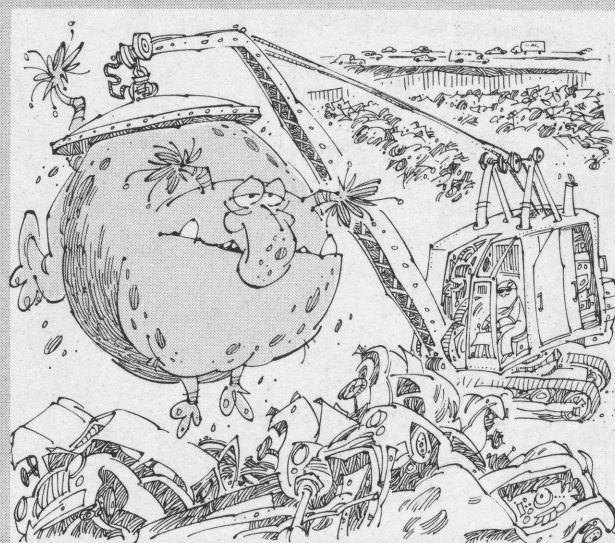
Developing A TECHNIQUE



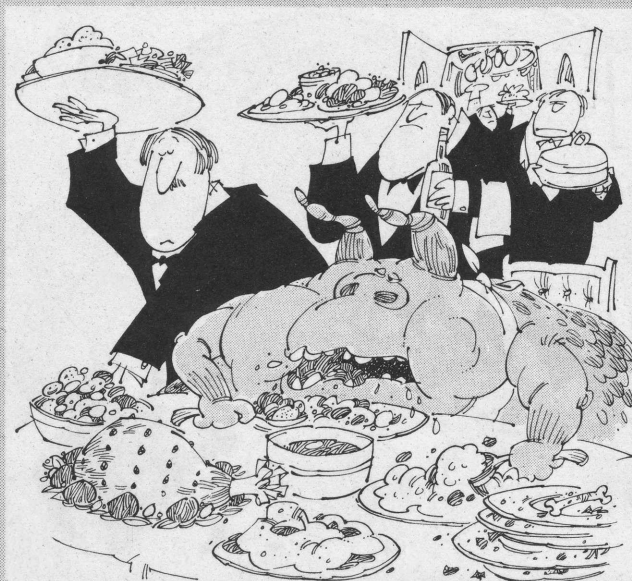
Posing A PROBLEM



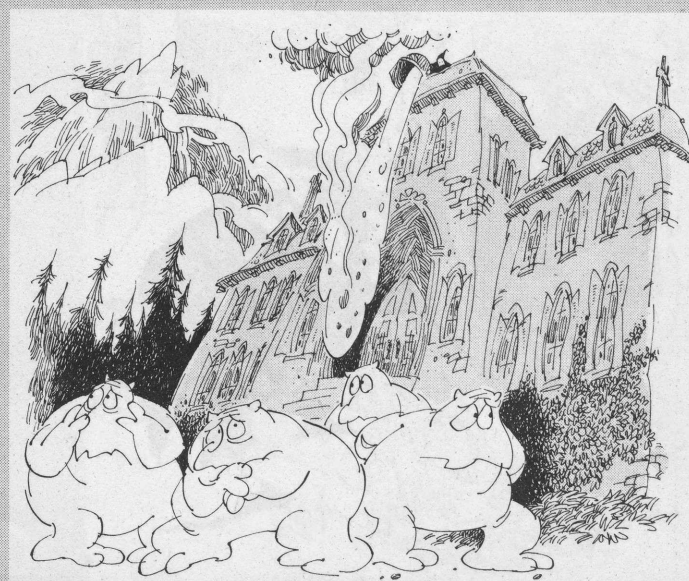
Receiving A STANDING OVATION



Scrapping A PROJECT



Serving A SUMMONS



Pouring Oil On TROUBLED WATERS





It figures! When man becomes confused at the irrationality of the world around him, he looks for meaning, purpose and reason in areas that are often more confusing than the irrationality of the world around him. Don't bother to figure that one out, just read MAD's version of a magazine dedicated to mysticism, and the "Gypsy" in all of us...

# INCREDIBLE OCULT MAGAZINE

DECEMBER  
1923, 1971, 1989

50c  
Cross Our  
Palm With  
SILVER

The Reincarnation Of  
CHARLES DICKENS  
Picks Up Our Garbage

☆☆☆

*How The 1965  
Venus-Neptune  
Conjunction  
Ruined My Son's  
Bar Mitzvah*

☆☆☆

## Palmistry And YOU:

Does Suicide Affect  
The Lifeline?

☆☆☆

*My Life As A  
Smith-Corona Portable  
In Nutley, New Jersey*

☆☆☆

Poltergeists Make  
Lousy Lovers

☆☆☆

*Do The Ancients  
Communicate With Us  
Through Ed Sullivan?*

☆☆☆

*How I Drove My  
Power Mower To  
Anchorage, Alaska  
In A Post-Hypnotic  
Trance*

Combining Astral Digest, Ectoplasm Age,  
and The Saturday Evening Post



## SPECIAL:

*A Sneak Preview Of  
The Rebirth Of  
Attila The Hun*

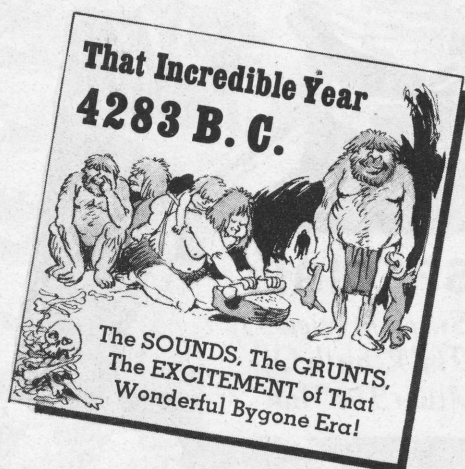


Pick up these latest

# SOUND WAVES

from

## SEANCE RECORDS



Dear Omar:

According to my horoscope, the entrance of Neptune into Capricorn last year meant it was a good time for investment.

So I poured my life savings into an oil stock which turned out to be phony and I lost every penny, not to mention my car and house. How do you explain this?

N.M.  
Wurtsboro, N.Y.

Dear N.M.

Oh, that rascal Neptune! How this naughty planet loves a practical joke! Don't worry, N.M., Neptune always evens things out, and will probably make it up to you when it enters Capricorn next trip around in 2134!

Dear Omar:

I am a Gemini with Uranus in my ninth house, Mercury in my fourth house, and Mars in my first house. What shall I do?

A.K.  
Encino, Cal.

Dear A.K.

Move into an apartment.

Dear Omar:

I am a professor of astrophysics at M.I.T. and for 16 years have studied astrology from every aspect. I have concluded that there is absolutely no scientific basis for belief in the movements of the stars and planets.

T.S.  
Boston, Mass.

Dear T.S.

Such hare-brained views can seriously mar the efforts of dedicated occultists. The editors of this magazine join me in urging our readers to pay no attention to fuzzy-minded intellectual nuts like yourself. If M.I.T. wasn't a Libra, I'd really fix your wagon!

Dear Omar:

I am a Virgo who is thinking of taking a walk around the block. I never do anything without first checking it out on my chart, but I see no mention of strolling. When is the best time for me to undertake such a venture?

J.D.  
Jersey City, N.J.

Dear J.D.

This, of course, depends upon the opposition of Jupiter to Venus. As of last week, they still weren't speaking, so I'm afraid that my answer must be an unqualified "Maybe."

Dear Omar:

Is it true that two people born under the same sign share similar personalities, beliefs, and outlooks?

A.B.F.  
Candlewood Lake, Conn.

Dear A.B.F.

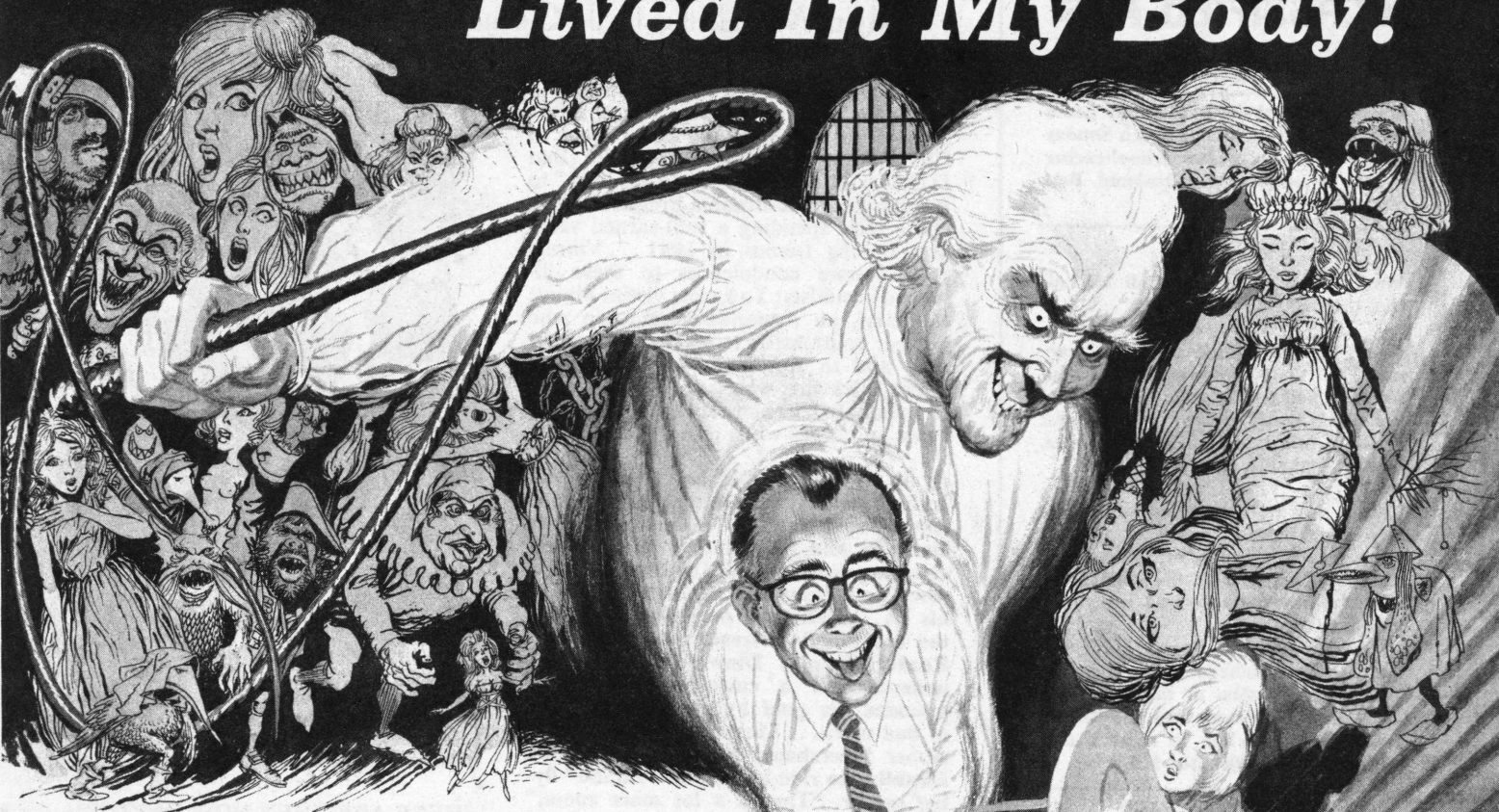
Yes, absolutely. The following chart will show the marked similarities found in people born under the same sign ...

AQUARIUS	
William Tecumseh Sherman (Jan. 21)	"Stonewall" Jackson (Feb. 8)
PISCES	
Liz Taylor (Feb. 27)	Pat Nixon (Feb. 9)
ARIES	
Eugene McCarthy (March 29)	Gen. William Westmoreland (March 26)
TAURUS	
Dr. Spock (May 2)	Mayor Daley (May 15)
GEMINI	
Guy Lombardo (June 19)	Paul McCartney (June 18)
CANCER	
Phyllis Diller (July 17)	Gina Lollobrigida (July 4)
LEO	
George Bernard Shaw (July 26)	Casey Stengel (July 30)
VIRGO	
Sophia Loren (Sept. 20)	Twiggy (Sept. 19)
LIBRA	
Truman Capote (Sept. 30)	Mickey Mantle (Oct. 20)
SCORPIO	
Chiang kai-Shek (Oct. 31)	Mao tse-Tung (Nov. 19)
SAGITTARIUS	
William F. Buckley (Nov. 24)	Abbie Hoffman (Nov. 30)
CAPRICORN	
Joan Baez (Jan. 9)	Barry Goldwater (Jan. 1)

On sale now at your local  
Occult Record Center



# The Marquis de Sade Lived In My Body!



An Incredible Occult True-Life Experience  
by Morton Fenster

**I**t all started out as a regular seance that night back in 1968. Already we'd chatted with the spirits of Paul Revere, Woodrow Wilson, and Harvey Schmeer, a lately deceased third cousin of mine in Denver who'd died owing me twenty-three dollars. Then, suddenly, a chill swept across the room. The table turned sideways in mid-air, and I knew at that moment that the MARQUIS DE SADE WAS RIGHT THERE IN THE ROOM WITH US! I could feel his powerful presence getting stronger and stronger until at last his murky, menacing spirit closed in and TOOK OVER MY BODY! The women screamed! The men gasped! I belched! There was no doubt about it—I had become the Marquis de Sade! Without warning, I was seized by dark, sinister passions. I embarked on a wild, violent reign of unbridled lust and weird, unnatural cravings. I ran the gamut of sexual fetishes, sensual perversions, deviated septums, and other degenerate pastimes too lurid to think about, let alone list!

For six incredible hours it lasted—my will yielding in every lascivious way to his every sadistic pleasure. I struggled to break free, and finally rallied the forces of my own strong moral fiber and righteous indignation to scream:

"Go away, Marquis! GO AWAY!"

And suddenly, as quickly as he came, he was gone. I was possessed no more! I was no longer the Marquis de Sade;

I was Morton Fenster! No longer a creature of lust craving every carnal pleasure; but a balding tax accountant living with my wife and three kids in Muncie, Indiana. And suddenly I found myself screaming:

"Come back, Marquis! COME BACK!"

But it was too late. The Marquis had (Cont. on page 57)



# INCREDIBLE OCCULT CLASSIFIED ADS

## FOR SALE

Slightly used crystal ball. Barely gazed at. Used only for an hour each Sunday by a 78-year-old widow schoolteacher to talk to her departed husband. Best offer takes. Box 703

## PERSONAL

Want to talk with God? Call Me collect. (819) 993-4909

Okay, Brutus! I know you're reincarnated out there somewhere! Be a man for once and let's have it out—just you and me! Don't bring your friends! Write to me: J. Caesar, c/o Schwartz, 41 Elm, Oakville, Kansas

Milton, my only begotten son. Mars is in Libra, Saturn is in Pisces, and you still want to marry that fortune-hunting slut from Dallas! Heed the stars before I have a heart attack! And wear your galoshes. Mother

I am the reincarnation of Hokar, the 12th High Priestess of the Fallons, a civilization vanished into the Indian Ocean. I would like to meet a nice Albuquerque dentist. Box 252

## WANTED TO TRADE

Will swap a 12th century Ethiopian poltergeist with a sinus condition for two decks of Tarot cards. Box 5

## FOR RENT

Will supply sleep-in apparitions, poltergeists, etc., for haunting. Send for list of satisfied customers, rate scale, particulars. Apparitions Unlimited, Box 32

## GUIDANCE SOUGHT

Would appreciate some occultist telling me why my Ouija board spells only four-letter words. Philip Roth, Box 96

## BLACK MAGIC

Possessed by Demons? Plagued by Evil Spirits? You need CURSE-OFF, the new miracle curse remover in the aerosol can. Fight old curses the modern way for only \$4.98. CURSE-OFF, Box 13, Wingbat, Ohio

Pestered by obnoxious neighbors? A mean boss? A nagging wife? You need CURSE-ON, the new miracle curse invoker in the aerosol can. Apply new curses the modern way for only \$4.98. CURSE-ON, Box 711, Wingbat, Ohio

You are reading this ad. You are absorbing its meaning. You are putting a ten-dollar bill in an envelope and mailing it to Zarkov the Hypnotist, Box 414.

# the occult grapevine

Mystic Meanderings for the Cosmic Community by Claire Voyant

It's all over with Jomar and Zelda Mishkin (she's the medium). Seems Jomar didn't approve of the week-end Zelda spent in Cleveland with Benjamin Franklin (that D.O.M.) . . . A hearty "Welcome back" to Pittsburgh mystic Brahma Bregstein who's home after spending a well-earned vacation visiting friends in 1981 . . . Vibrate your cosmic condolences to these ill-starred occultists: To karma victim Mauve Muncrief, an Aquarius-Pisces cusp who lost her court battle to legally change her sign; and to Automatic-Writing Wizard Lance Wickwire, who is serving two years in prison for writing John Paul Getty's name on checks while in a trance.

A tip of the psychic hat to super-seer Joshua Freen for correctly predicting the date of his rebirth . . . Numerologists Eric Omicron and Seth Sholtar are still exchanging death curses. The feud flared up when Seth accused Eric of trying to 18 his 46 . . . Baltimore occultists are giving the cold-shoulder treatment to Tea-Leaf Reader Phaedra Dinwiddie. Seems she undercharged a customer, then compounded her goof by predicting a piece of bad news . . . Lincoln, Nebraska's own Abner Meerchaum has become the first Earthling to ride in the new "Jumbo" flying saucer. "There's a lot more room," says Meerchaum, "and it gets you to Orion in half the time despite the fact that we had to circle Betelgeuse Airport for more than a lightyear."



After feuding for fifteen years, rival occultists Orion O'Ryan (left) and Booker Bokar flipped a coin to settle once and for all who was the true reincarnation of Napoleon. Bokar lost and is now seeking the cosmic rights to Alexander the Great.



Sorcerer Presto Pollack has moved back in with his wife after a 6 month separation. Presto solved his domestic problems by turning his mother-in-law into a Beagle.

WHERE ARE THEY NOW DEPT: Casiopeia Waxrush, first mystic to prove that hamsters meditate, is now a Rosicrucian recruiter in Milwaukee . . . Draco Donnelly, who 20 years ago discovered William Shakespeare's ghost in a Kansas City Super-market, is now a door-to-door mandala-mender in Santa Barbara . . . Capella Calhoun, the former Miss Demon-Worship of 1949, runs a boarding house for retired apparitions in West Orange, N.J.

BIRTH NOTES: It's a boy for Madam Myra the Medium. The father is most likely Jacques Casanova . . . It's a future automobile salesman who'll marry an airline stewardess and settle down in Altoona for prophet Lee Lumbar and his lovely wife Lulu.

Occult insiders expect Vulcan Freen to walk off with the "Sorcerer-of-the-Year" Award. Vulcan won plaudits for his recent conjuring in a New York City restaurant when he actually made a waiter materialize . . . LOOK ALIKES DEPT: Quandra Muldoon, authoress of "How To Win At Tarot Cards," and Satan.

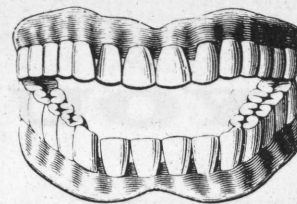
HOW ABOUT THAT? DEPT: During the recent favorable Venus-Saturn conjunction, Astrologer Mandrake Meerchaum was wiped out in the stock market, broke both legs in a Yoga experiment, and lost his home in a four-alarm fire. Undaunted, Mandrake will sue the Solar System.



# FREE! A LIFE-SIZE REPLICA OF AN ALBINO WARLOCK'S DENTURE

When You Join The

## Cult-Of-The-Month Club



Now you can share the Mystic Experiences of the Newest Religious Cults RIGHT IN YOUR OWN HOME! Each month you will receive appropriate amulets, robes, incantations, pledges, bat tongues, candles, stag films, incense—everything you need to participate in the secret RITES of the Club's MONTHLY OFFERING!

### HERE IS A PREVIEW OF THE FABULOUS CULTS TO COME...

#### THE SEVENTH CHURCH OF OOG



Headquartered in an abandoned comfort station in beautiful downtown Fresno, The CHURCH OF OOG believes in the divinity of the earlobe. Members meditate alternate Thursdays wearing see-through shrouds of luminous Mediterranean algae.

#### THE SHRINE OF JOE PEPITONE



This cult possesses divine proof that the spirit of Joe Pepitone lives in six-year-old Francie Gretzer of Morgantown, West Virginia. Bi-weekly seances are conducted by an Appalachian Poltergeist named Floyd.

#### THE VIBRATORY SYNOD



These cultists have uncovered a set of Atlantean stone obelisks which give off vibrations corresponding to each member's Zip Code number. On their high holy days, members all prostrate themselves before a giant locust idol made of styrofoam.

#### GLUB



This spiritual group gets its name from the last word spoken by the prophet Leonard when he was drowned in a vat of rose-water by Satan. Fellow cultists exorcise sin by flogging each other with rutabaga leaves.

#### KARMA-BY-THE-SEA, CALIFORNIA

Yay! I want to enroll in your club. I enclose \$25.00 plus twelve drops of my blood arranged in a semi-circle on a parchment of rotting moleskin. I understand that for every 3 cults I join, I get to form a fourth cult, absolutely free. I may terminate membership at any time after accepting three choices if I dare!

Name \_\_\_\_\_  
REAL Name \_\_\_\_\_  
Address \_\_\_\_\_  
Blood Type \_\_\_\_\_  
Age \_\_\_\_\_

(Persons under 21 require a letter of consent from parent, living or dead.)



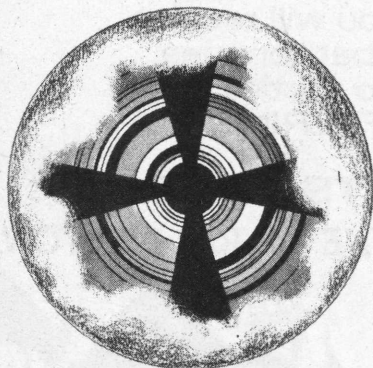


# YOU AND YOUR CRYSTAL BALL

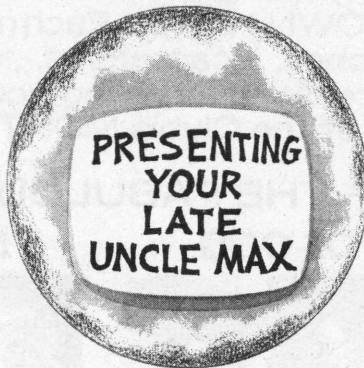
by Minerva, the Medium Rare

THIS MONTH: *Gazing At a Departed Loved One*

## GETTING AN IMAGE



As in most cases, the first images to appear are hazy and cloud-like. They will gradually transform into a more definite pattern as you concentrate.



Focus your eyes on the diffused shapes, your *mind* on the spirit of a departed loved one. You'll sense, subtly at first, his presence about to materialize.



As the shapes take definite form, do not act surprised or shocked if he appears unpresentable. After all, he probably wasn't expecting company!

## CORRECTING A FAULTY IMAGE



"Rear projectory" is a common mistake of the novice gazer and can be easily rectified by turning the ball *around*. You're facing the wrong side, dummy!

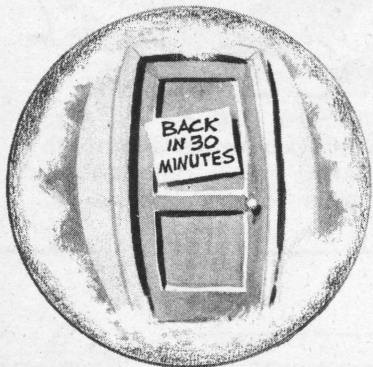


A "split image" is the result of your concentrating on *two* departed loved ones at the same time. Don't be greedy—remove one of them from your thoughts!

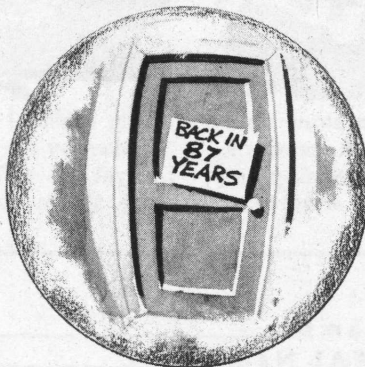


Should you contact *someone else's* Uncle Max by mistake, apologize and the image will leave. Notify your Cosmos Supervisor so you won't be charged for the recall.

## COMMON GAZING PROBLEMS



The situation above illustrates a simple case of *bad timing*. The problem is that your Uncle Max is currently appearing in the crystal ball of one of your relatives.



Even *worse* timing! Your Uncle Max has reincarnated as a goat in the mountains of Bulgaria. Don't waste time contacting him—he's even less coherent than before!



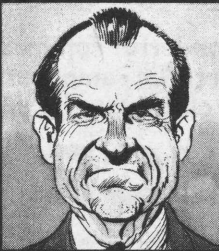

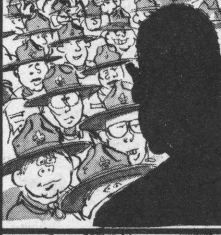
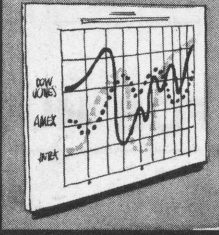



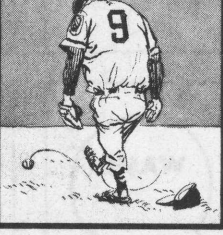
Interference is usually caused by a faulty psychic transmitter, jamming by a jealous poltergeist, or cosmic overload (there's a lot of it going around).



We really go out on a limb with...

# INCREDIBLE OCCULT'S "DARING DOZEN"

12 Psychic Predictions for the Next 12 Months\*

1 President Nixon and the U.S. Senate will clash over a bill that affects a vital sector of the nation!		7 The value of the American Dollar, the British Pound, and the West German Mark will affect the economies of three Western nations!	
2 An important official in a populous state will be accused of having Mafia connections!		8 A hitherto unknown rock group will experience a sharp rise in popularity!	
3 Student unrest will plague a large American University!		9 Spiro Agnew will make a highly publicized speech which will be criticized sharply by many factions!	
4 The Stock Market will show a reaction to a change in the nation's economy!		10 Raquel Welch will be featured in several magazine photo essays!	
5 The conflict in the Far East will enter a critical period which will foreshadow the end of the beginning of a phase that will lead to an end to aggression!		11 A key labor union in a major industry will threaten a strike which will cause concern among business leaders!	
6 Elizabeth Taylor will be faced with an important personal decision!		12 A highly paid baseball pitcher will fail to equal his previous year's record!	

\*NOTE: In previous years, our annual psychic predictions have proven to be 97% accurate!

GIVE HIM SUPPORT  
FROM THE STARS...

Give Him A  
**ZODIAC TRUSS**  
for His Birthday!



Each one hand-painted with a different sign of the Zodiac by a workman born under that sign. Only \$24.95 each (except for Sagittarius, which costs a dollar-sixty more).

Available at occult drugstores  
or wherever fine astrological  
trusses are sold.

**Zodiac Products, Ltd.**

## COMING UP NEXT MONTH:

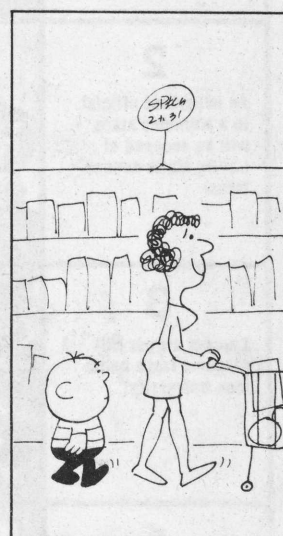
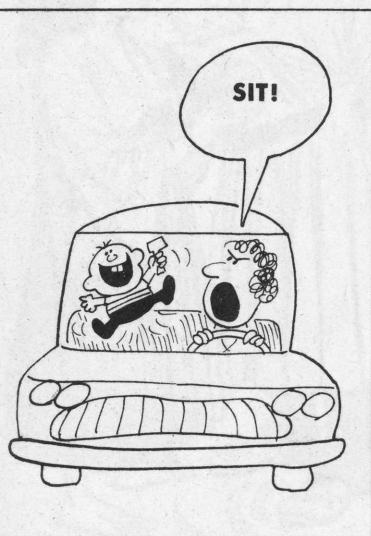
We decided *not* to tell you! Anyone with half an ounce of ESP knows already!



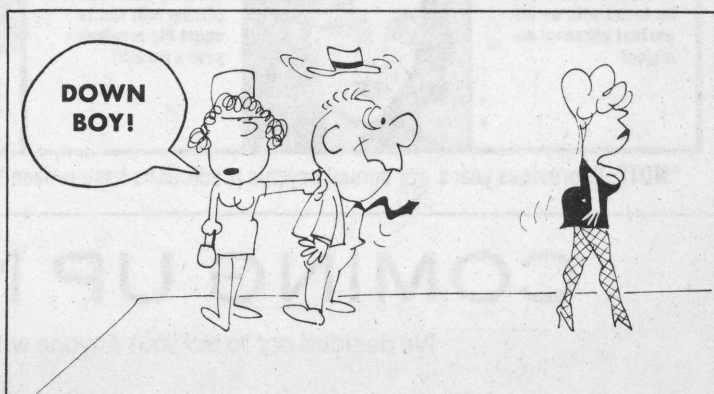
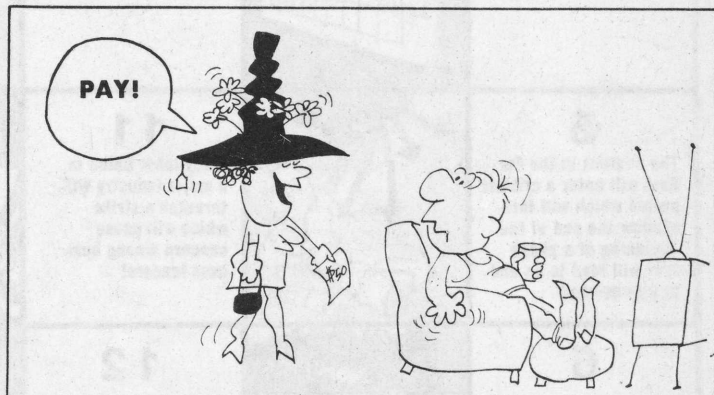
# A MAD LOOK AT... OBEDIENCE TRA

Since an unruly dog can be a pest, and a well-trained dog can be a wonderful companion, the "Obedience School For Dogs" has become very popular lately. However, the same can be said for kids! Since an unruly child can be a pest, and a well-trained child can be a joy...

## WHY NOT "OBEDIENCE SCHO



## AND WHY NOT "OBEDIENCE SCHOOLS FOR HUSBANDS"?





# INING



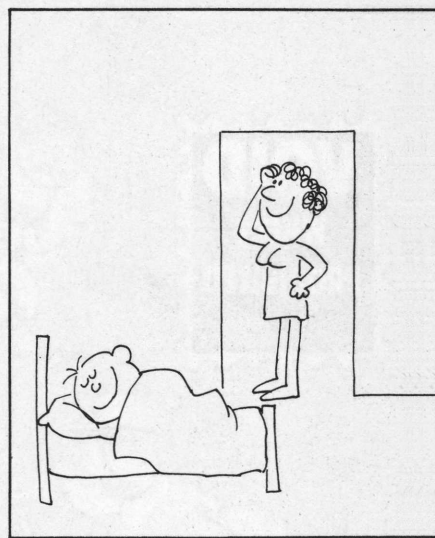
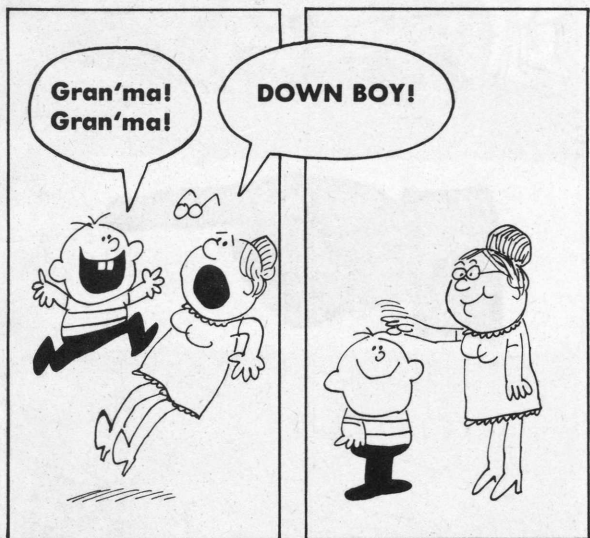
Sit!

ARTIST & WRITER: DEAN NORMAN

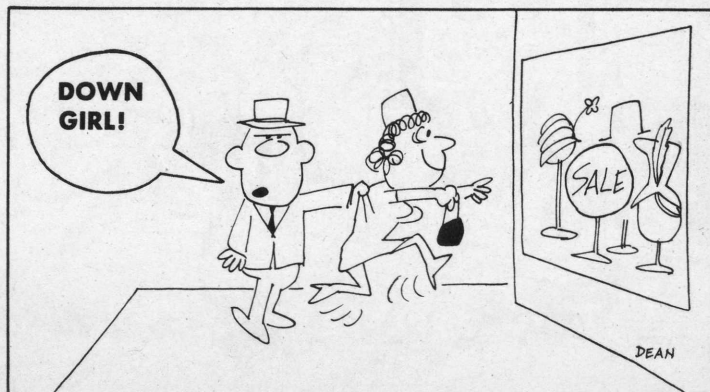
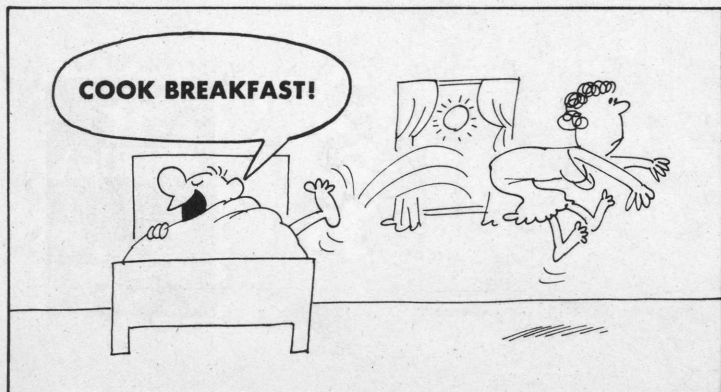
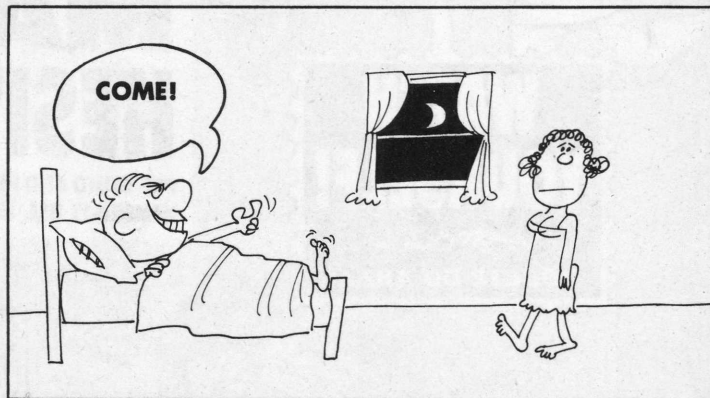
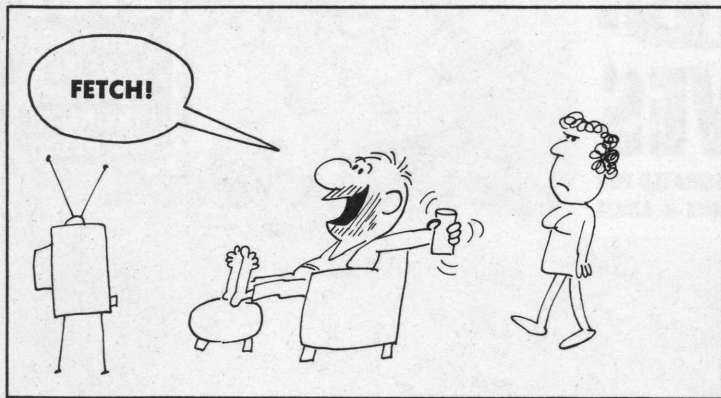


## OLS FOR KIDS"?

Wouldn't it be great if we could train kids to obey a few simple commands, such as . . .



## AND WHY NOT "OBEDIENCE SCHOOLS FOR WIVES"?!?





THIS PLACE IS AN  
**EQUAL  
OPPORTUNITY  
EMPLOYER**  
...OF GROSSLY  
INCOMPETENT NITWITS!

**GOD  
ISN'T  
DEAD!**  
He Just  
Got The  
Hell Out  
Of Here!

\$ TONITE **BINGO** \$

**WARNING!**

THIS VEHICLE HAS BEEN  
CLEVERLY PROTECTED AGAINST  
THEFT BY HIDING THE KEYS  
ABOVE THE SUN VISOR!

UN **CIVIL  
SERVICE  
DEPT.**

MEDICATO LICENSES WELFARE

SOCIAL SEC.

**BANK**

**WELLS FARGO  
ARMORED SERVICE**

**VOID  
WHERE  
PROHIBITED**

BUT ONLY IF THERE IS  
ABSOLUTELY NO TOILET!

**MEN**

**CLOSED  
OUT OF  
ORDER**

**SLAP-STICKERS DEPT.**

**HERE IS YOUR  
FULL-COLOR  
DOUBLE  
FOLD-OUT  
SUPER  
BONUS**



GET IN A FEW LICKS  
BY LICKING THESE...

**MAD-  
HESIVES**

PRE-GLUED AND PERFORATED FOR  
IMMEDIATE USE, MISUSE & ABUSE



**LEX.AVE  
EXPRESS**

**STOP**

WHATEVER  
IT IS  
THEY'RE  
TRYING TO  
DO TO US!

**WATCH  
YOURSELF!**

**DOGGIE-DO AREA!**

COME TO THE  
**BESTIARY**  
ANIMALS UNDER  
18 NOT ADMITTED

EXOTIC  
DANCING

NIMBLE-  
FINGERS  
MASSAGE  
PARLOR

**PORN CINEMA**  
DOUBLE **XX** RATED  
3D MOVIES AND LIVE SHOW

**NAKED  
SAY-SEE**

UNNATURAL  
**SEX**

★  
**AMERICA**  
IS  
SUFFERING  
FROM A  
DEGENERATION  
GAP!



**STOP**

**WHATEVER  
IT IS  
THEY'RE  
TRYING TO  
DO TO US!**

A MAD STICKER!

**VOID  
WHERE  
PROHIBITED**

**BUT ONLY IF THERE IS  
ABSOLUTELY NO TOILET!**

A MAD STICKER!

**JOHN  
DEAN**

**MARCHED  
TO THE  
SOUND  
OF A**

**DIFFERENT  
PLUMBER!**

A MAD STICKER!

**GOD  
ISN'T  
DEAD!**

**He Just  
Got The  
Hell Out  
Of Here!**

A MAD STICKER!

**KUNG  
FU  
CAN BE  
CURED!**

A MAD STICKER!

**SUPPORT  
YOUR  
LOCAL  
HOOKER!**

**Buy A Rug Today!**

A MAD STICKER!

**THIS STICKER  
IS NUMBER**

**757**

**IN A SERIES!**

**LICK  
THEM  
ALL!**

A MAD STICKER!

**Mr.  
POSTMAN:**

**IT'S TOO LATE  
TO START  
GIVING ME  
GOOD SERVICE!**

**MERRY  
XMAS!**

A MAD STICKER!

**THIS  
LICENSE PLATE  
WAS MADE BY A  
FORMER MEMBER  
OF THE  
WHITE HOUSE  
STAFF!**

A MAD STICKER!

**BOYCOTT  
GRIPES!**

A MAD STICKER!




**A.C.-D.C.  
POWER**

A MAD STICKER!

**BOMB  
MARS  
NOW!**

A MAD STICKER!

  
**AMERICA  
IS  
SUFFERING  
FROM A  
DEGENERATION  
GAP!**

A MAD STICKER!

**TELEPHONE,  
ELECTRIC  
AND GAS  
COMPANIES  
ARE  
PUBLIC  
FUTILITIES!**

A MAD STICKER!

**FOOD  
STAMP**

**LICKING THIS  
STICKER WILL  
PROVIDE 0.05%  
OF YOUR DAILY  
NUTRITIONAL  
REQUIREMENTS**

A MAD STICKER!

**MOVIES  
AREN'T  
BETTER  
THAN  
EVER!**

**IT'S JUST THAT  
REAL LIFE IS  
WORSE THAN EVER!**

A MAD STICKER!



**THE  
MEEK  
SHALL  
INHERIT  
THE  
DEARTH!**

A MAD STICKER!

**DANGER!**  
**DO NOT  
REMOVE THIS  
STICKER!**

**IT'S HOLDING  
UP THE BUILDING!**

A MAD STICKER!

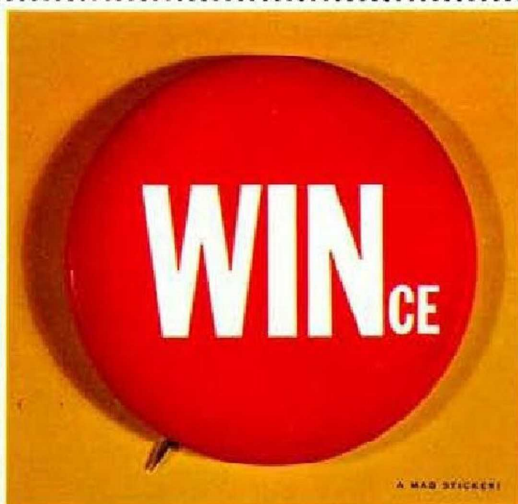
**THIS PLACE IS AN  
EQUAL  
OPPORTUNITY  
EMPLOYER**

**...OF GROSSLY  
INCOMPETENT NITWITS!**

A MAD STICKER!

**ONLY THE  
PEOPLE  
WHO ARE  
ALREADY  
BORN  
SUPPORT  
ABORTION!**

A MAD STICKER!



A MAD STICKER!

**AVOID THE RUSH!**  
**INVEST IN  
WORLD WAR III  
VICTORY BONDS  
NOW!**

A MAD STICKER!

**Wait Here  
For  
Further  
Instructions!**

A MAD STICKER!

**C'MON, ALREADY!**  
**FORGET  
THE ALAMO!**

A MAD STICKER!

**THIS PHONE IS IN  
WORKING  
ORDER!**

A MAD STICKER!

**SUPPORT  
MERCY  
KILLINGS!**

**ELIMINATE  
THE  
SAN DIEGO  
PADRES!**

A MAD STICKER!

**WHEN YOU EAT  
IN THIS PLACE  
WATCH YOUR  
HAT AND COAT!**

**BECAUSE IF YOU LOOK AT THE  
FOOD, YOU'LL THROW UP!**

A MAD STICKER!

**VOTE!**  
**IT WON'T DO ANY  
GOOD...BUT  
VOTE!**

A MAD STICKER!



# UNDER OLD MANAGEMENT

CONTINUING THE SAME  
OLD LOUSY SERVICE!

A MAD STICKER!

# BRING DOWN THE HIGH COST OF FIGHTING INFLATION!

A MAD STICKER!

# THIS ELEVATOR IS RESERVED FOR MUGGERS!

A MAD STICKER!

# WATCH YOURSELF!



## DOGGIE-DO AREA!

A MAD STICKER!

# CRIME DOES NOT PAY

AS WELL AS POLITICS!

A MAD STICKER!

THIS STICKER SPONSORED BY: JAPAN • WEST GERMANY • TAIWAN • HONG

CZECHOSLOVAKIA • ROMANIA

A MAD STICKER!

# BUY

IMPORTS FROM

# AMERICAN

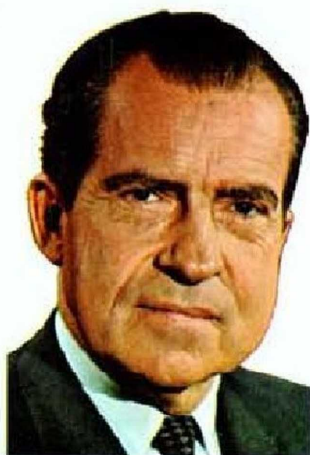
RETAILERS

• POLAND • SOUTH KOREA • ITALY • PORTUGAL • SPAIN • CHINA • PEOPLE'S REPUBLIC OF

KONG

# WE DID BUY A USED FORD

FROM THIS MAN!



A MAD STICKER!

# WARNING!

THIS VEHICLE HAS BEEN  
CLEVERLY PROTECTED AGAINST  
THEFT BY HIDING THE KEYS  
ABOVE THE SUN VISOR!

A MAD STICKER!







Hello! I'm **David Frostbite** on special assignment for MAD Magazine! It's a wise old saying that goes: "If you can't lick 'em, join 'em!" Today, we are going to see how one Father has applied this philosophy to the "younger generation", as we interview **Mr. Howard Puerile** . . .

# MAD'S "DIRTY OLD MAN" OF THE YEAR

ARTIST: GEORGE WOODBRIDGE

WRITER: STAN HART



Mr. Puerile, I understand that you've decided to bridge the Generation Gap by following the example of your 19-year-old son and your 18-year-old daughter!

That's right! Hey—you want to turn on?

You mean . . . ?

I mean my **Stereo Hi-Fi set, Smarty!** So cool it! How do I know you ain't The Fuzz?

Besides, I got some music that'll **REALLY blow your mind!** You like **Oliver?** **Three Dog Night?** **Gary Puckett?**

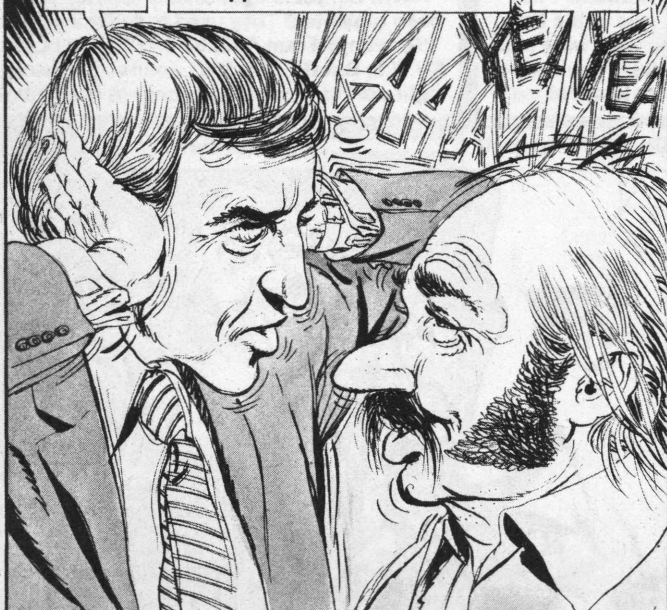


How can you stand it so loud?

You gotta stay with it! Then, after awhile, you kinda-like develop what the kids have!

An appreciation of loud music?

No, a 60% loss of hearing!



This is my wife! To look at her, could you honestly tell she's forty-five-years old?

Well, er . . . uh . . . no!

I'll give you a clue! Count the wrinkles around her knees! Like with trees! Know what I mean?





How do you like being part of the "Now Generation"?

Groovy!

What does that mean?

I dunno! Ask him!

What are you knitting?

A "Free Huey Newton" banner!

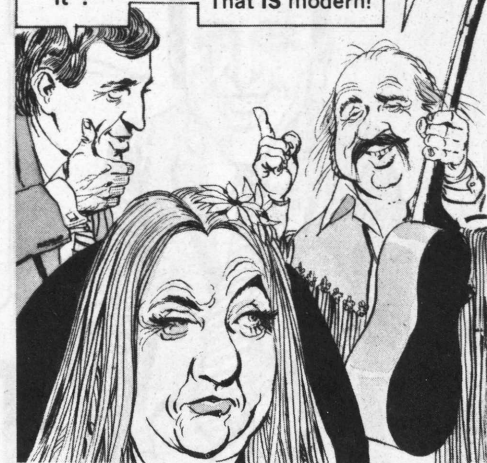
I have news for you! They freed Huey Newton!

I know ... but I'm a slow knitter! Besides, inventing the Fig Cookie is no reason to put a guy in jail! Once they start that, the guy who invented Hydrox cookies 'll be next -then the Malomar guy! You'll see!

In what other ways are you both "with it"?

Well, we no longer admit we've been married for twenty-five years! Now, we tell everyone we're just living together!

That IS modern!



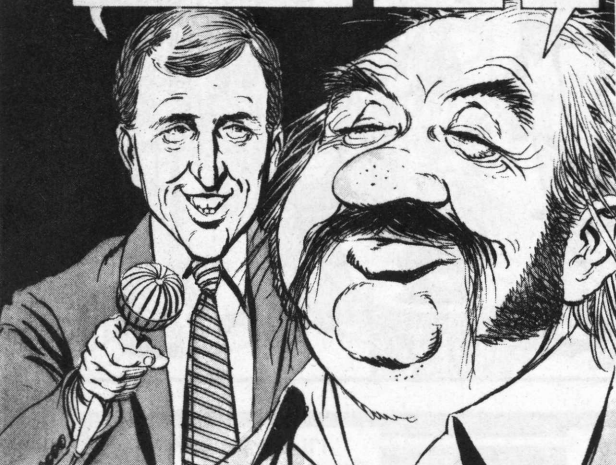
We believe in the new sexual freedom! Our son is living off-campus with his girl friend!

Oh, she still lives at home!

We lock her in her room!

How about your daughter?

How come?



Did you take your "pill" today, dear?

Yes, I did!

Actually, I'm too OLD to take the "pill"! But it makes him feel young to think I am!

But, aren't you worried about the side effects?

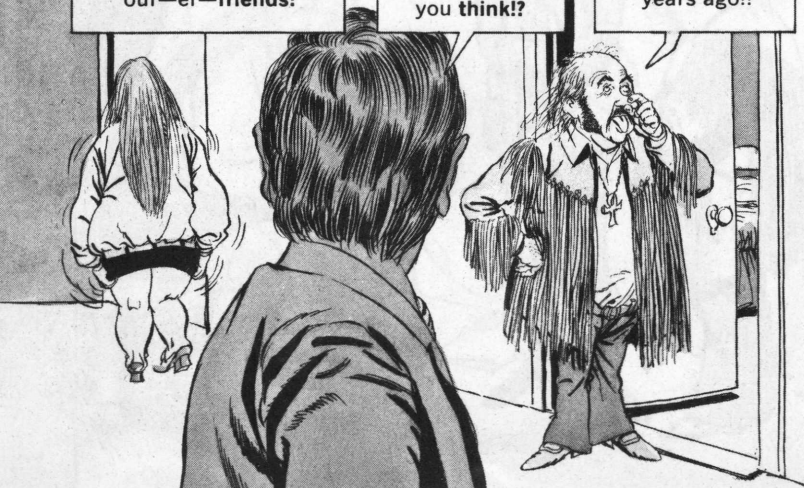
What side effects? I take M & M's! What does HE know!?



Young people today are right! Marriage is so square! "Monogomy breeds monotony"! So we each have our—er—friends!

But suppose you caught her with another man! What would you think!?

I'd think that the man has the same lousy taste in women that I had twenty-five years ago!!



Actually, I was one of the first to wear wide mod ties! People used to laugh at me!

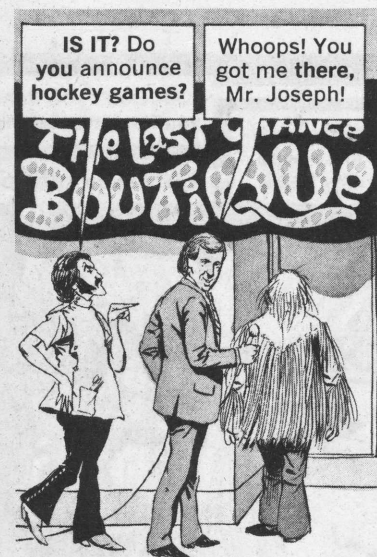
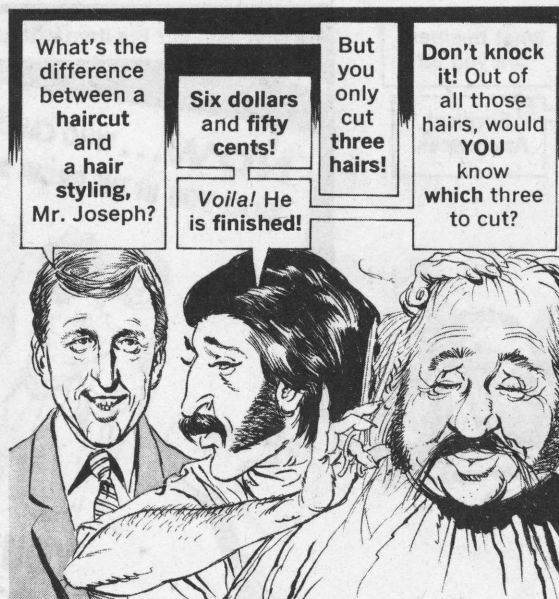
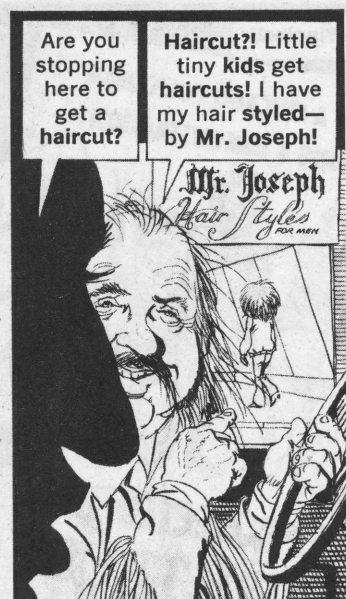
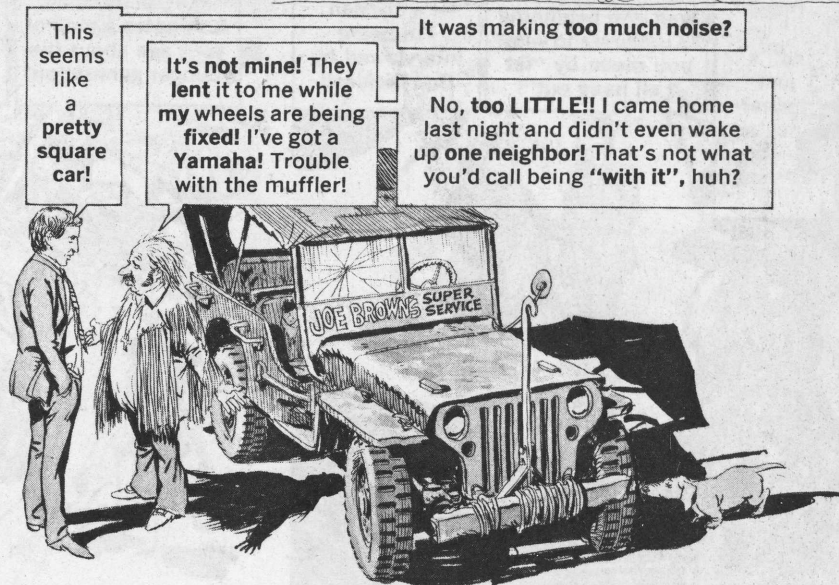
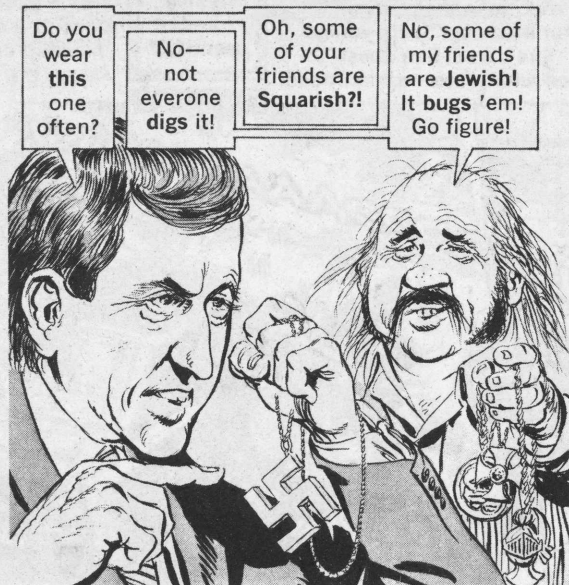
Oh, when was that?

About ten years ago! Of course, they've all been repainted! They used to say things like: "Greetings From Atlantic City" and "I Love My Wife But Oh, You Kid" and the girls would light up! Want to see my pendant collection?

I'm not sure ...









Aren't these "Mod" pants just divine? They're so—so flattering!

Well, I'm beginning to understand what you mean by "let it all hang out"!

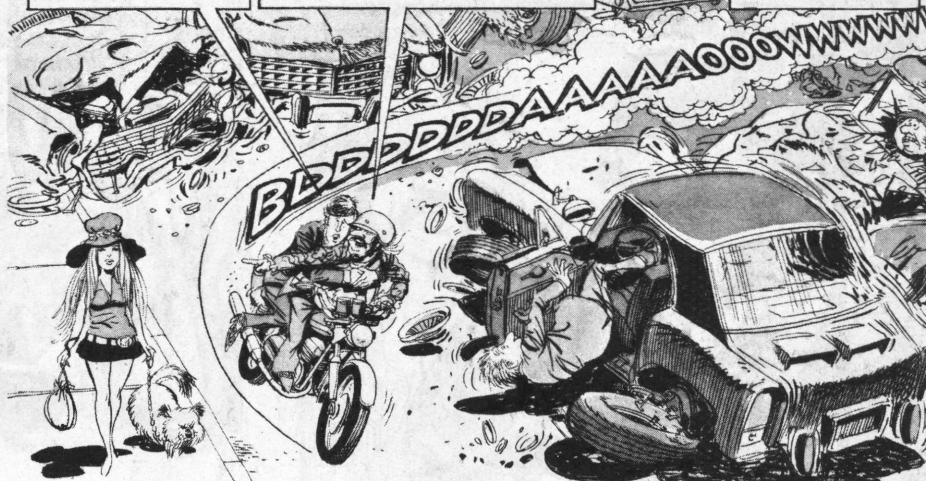
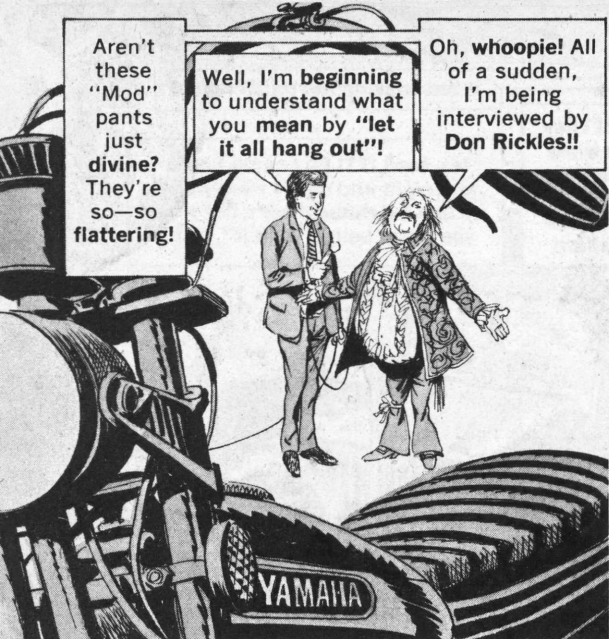
Oh, whoopee! All of a sudden, I'm being interviewed by Don Rickles!!

Tell me . . . what is it, exactly, that fascinates a man of your age about the younger generation?

Well, take that girl there, for instance! She's young! She's free! She doesn't need what older women need!

Like money and security!?

No, like a bra, or a girdle! Doesn't a sight like that drive you up the wall?



Have you had any problems in bridging the so-called Generation Gap?

Only one! In my business! I'm trying to make it "Youth Oriented". . . but it's very difficult!

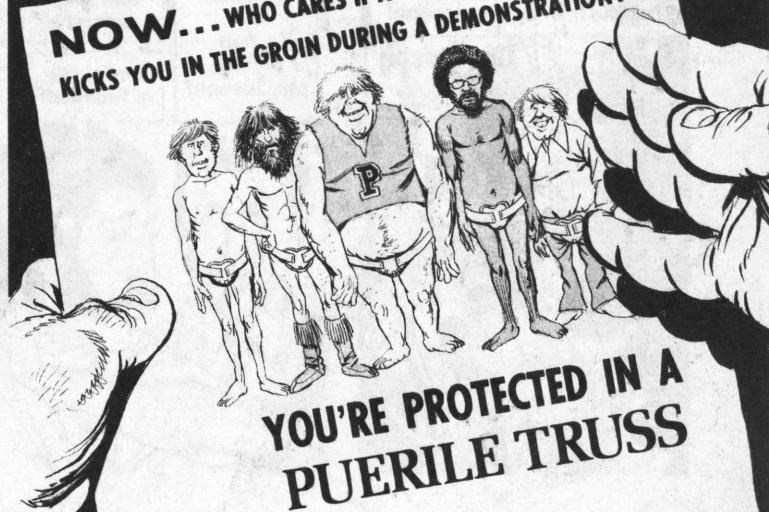
What business are you in?

Surgical Appliances!



Not bad, eh? Big item with the Yuppies!!

**NOW... WHO CARES IF A CHICAGO POLICEMAN KICKS YOU IN THE GROIN DURING A DEMONSTRATION!**



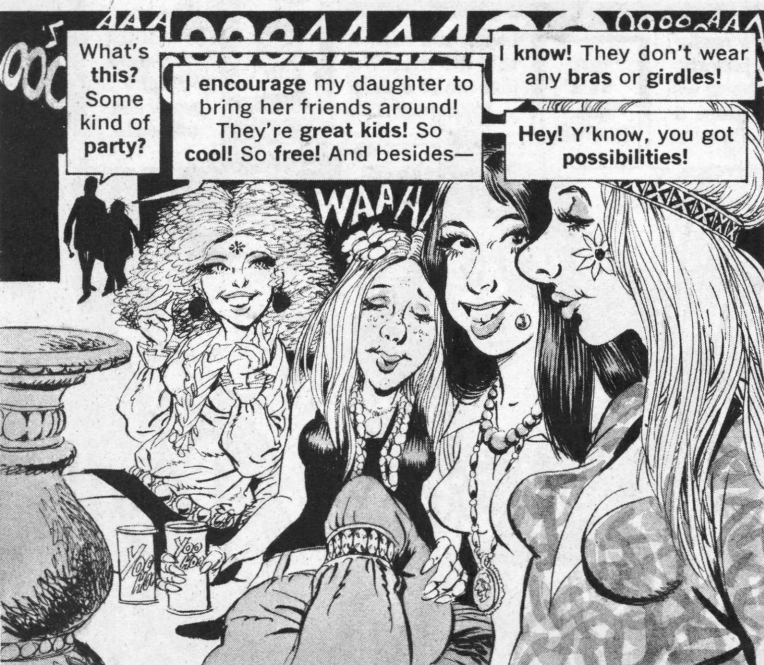
**YOU'RE PROTECTED IN A PUERILE TRUSS**

What's this? Some kind of party?

I encourage my daughter to bring her friends around! They're great kids! So cool! So free! And besides—

I know! They don't wear any bras or girdles!

Hey! Y'know, you got possibilities!



Aren't you a lucky girl, having folks who are more like pals than parents!

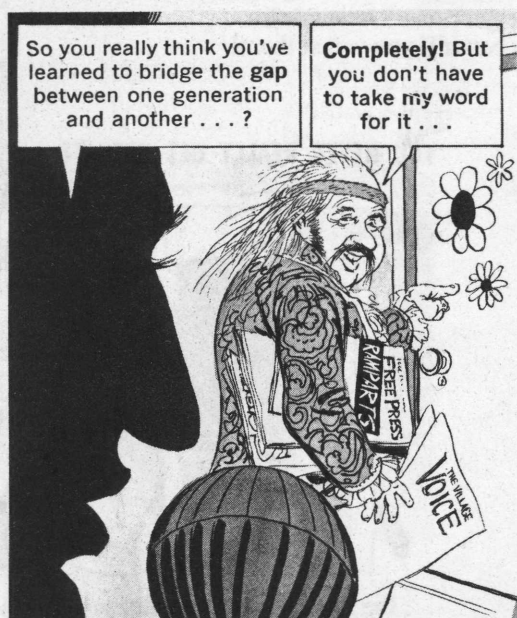
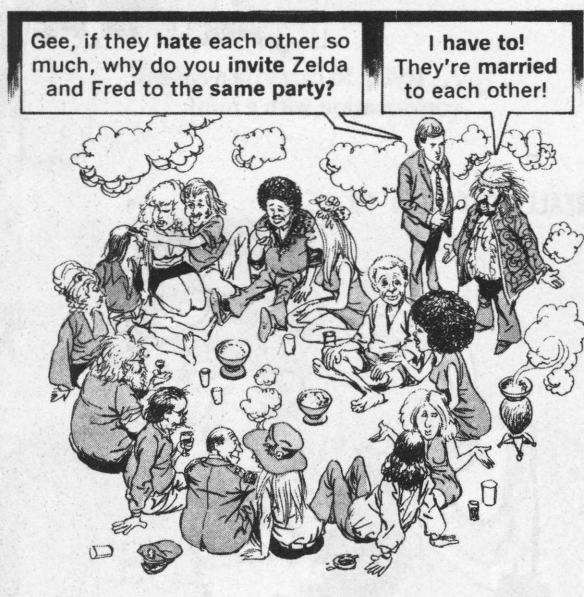
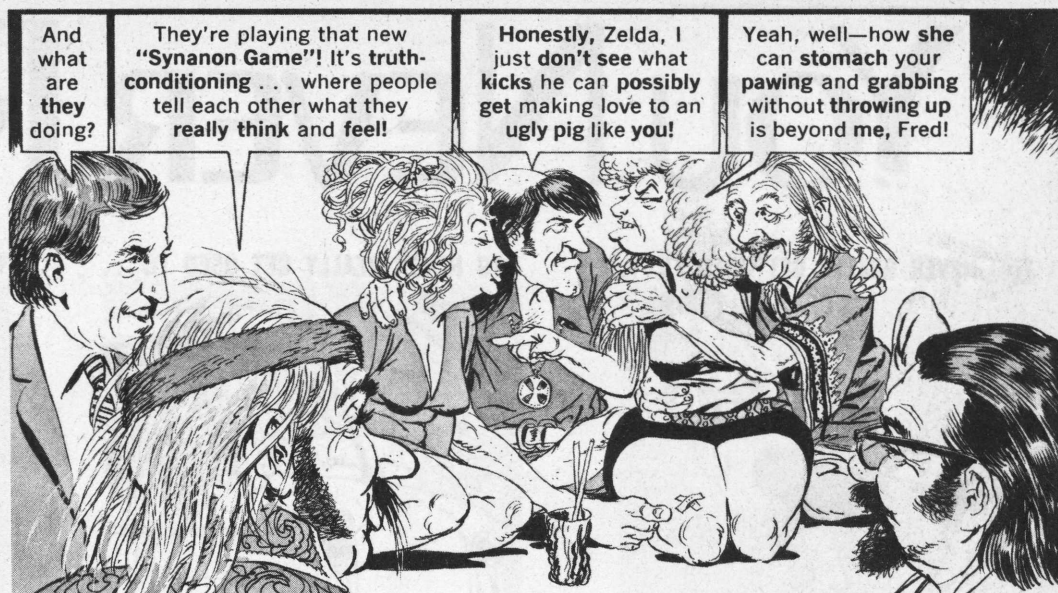
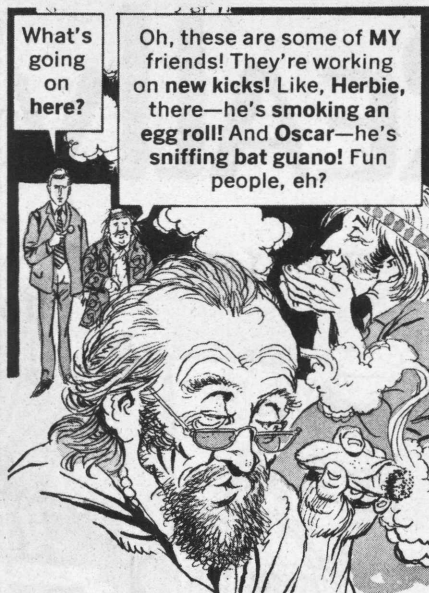
I need forty-five-year-old pals like I need a hole in my head!

Oh? Don't you think your parents belong?

Yeah! In an institution!









# You Never Really

YOU NEVER REALLY GET USED TO...



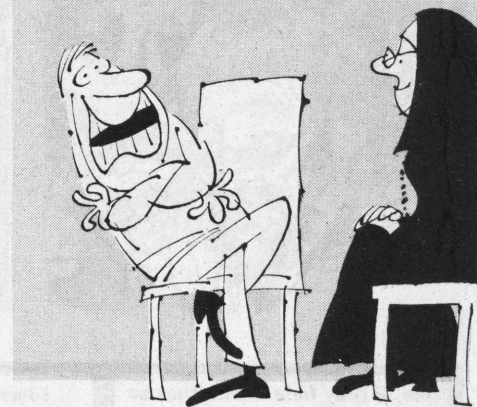
... the scrunchie sound that big black bugs make when you step on them!

YOU NEVER REALLY GET USED TO...



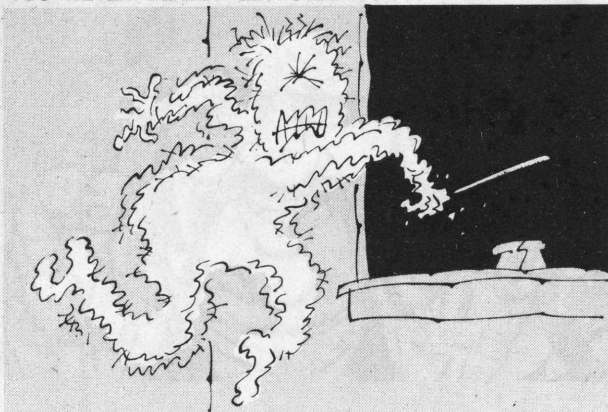
... discovering that first tiny scratch on your brand new car!

YOU NEVER REALLY GET USED TO...



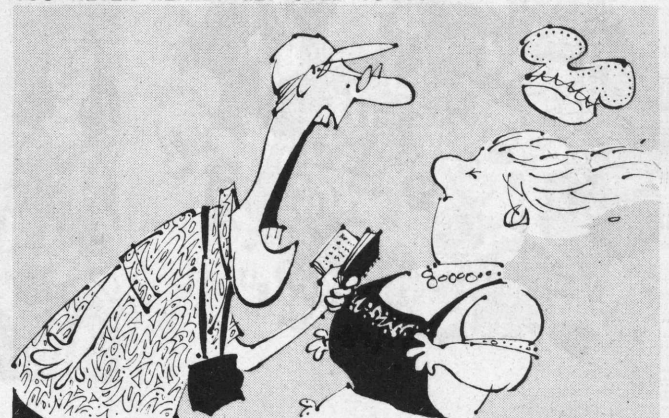
... trying to carry on a casual conversation with a nun!

YOU NEVER REALLY GET USED TO...



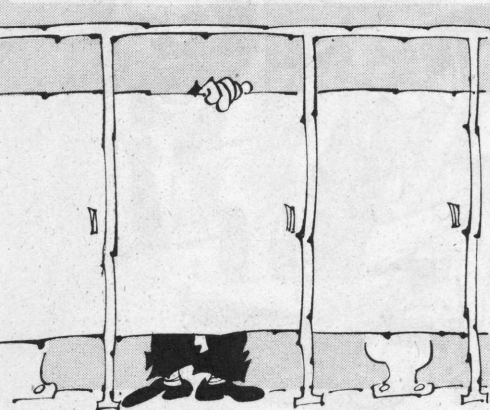
... the chalk breaking and your fingernails scraping across the blackboard!

YOU NEVER REALLY GET USED TO...



... the fact that foreigners can't be made to understand English better if you yell at them!

YOU NEVER REALLY GET USED TO...



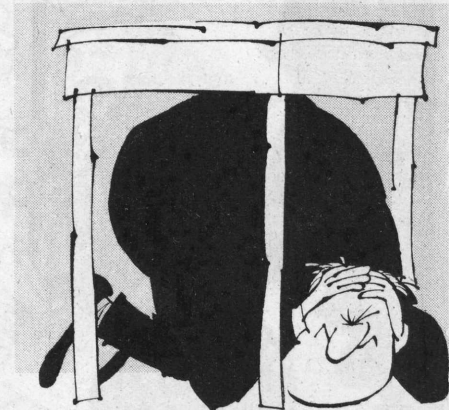
... public rest room booths that cannot be locked from the inside!

YOU NEVER REALLY GET USED TO...



... waiting for the doctor to tell you how your medical tests and x-rays came out!

YOU NEVER REALLY GET USED TO...



... the regular weekly test of your neighborhood air raid siren!

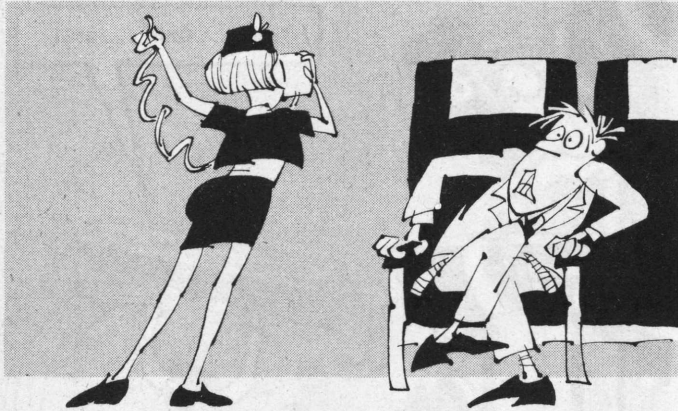


# GET USED TO...

ARTIST:  
PAUL COKER, JR.

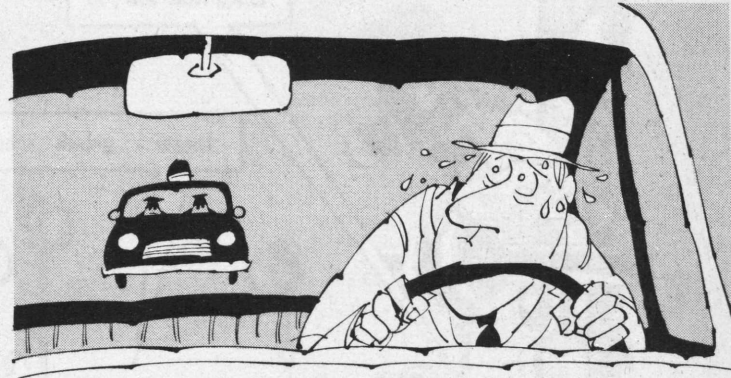
WRITER:  
TOM KOCH

YOU NEVER REALLY GET USED TO...



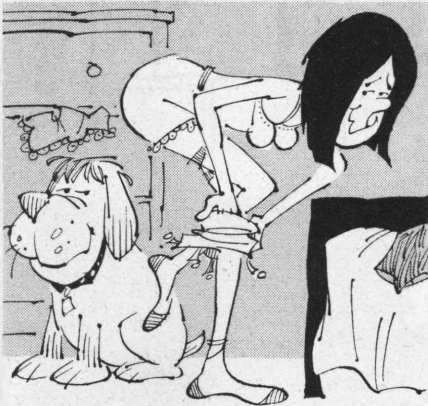
... watching an airline stewardess demonstrate how to use the emergency oxygen equipment!

YOU NEVER REALLY GET USED TO...



... seeing a police car in the rear-view mirror, even when you know you aren't doing anything wrong!

YOU NEVER REALLY GET USED TO...



... having a dog watch you get undressed!

YOU NEVER REALLY GET USED TO...



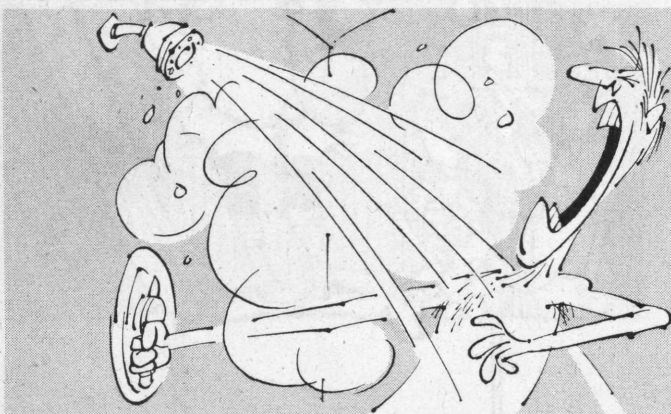
... being informed that "the Dentist is ready for you, now!"

YOU NEVER REALLY GET USED TO...



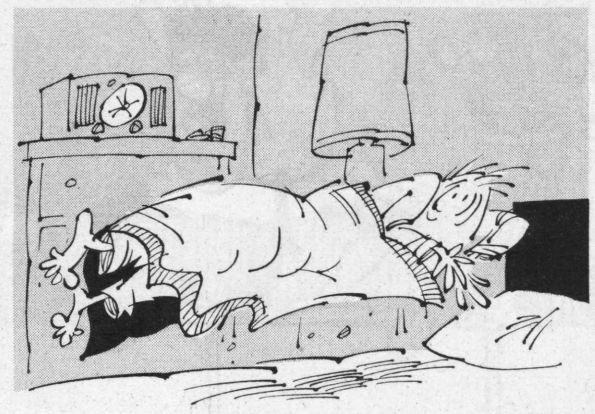
... throwing away junk mail that says you *may* have already won \$100,000!

YOU NEVER REALLY GET USED TO...



... those new plumbing fixtures that control the water temperature with just one faucet!

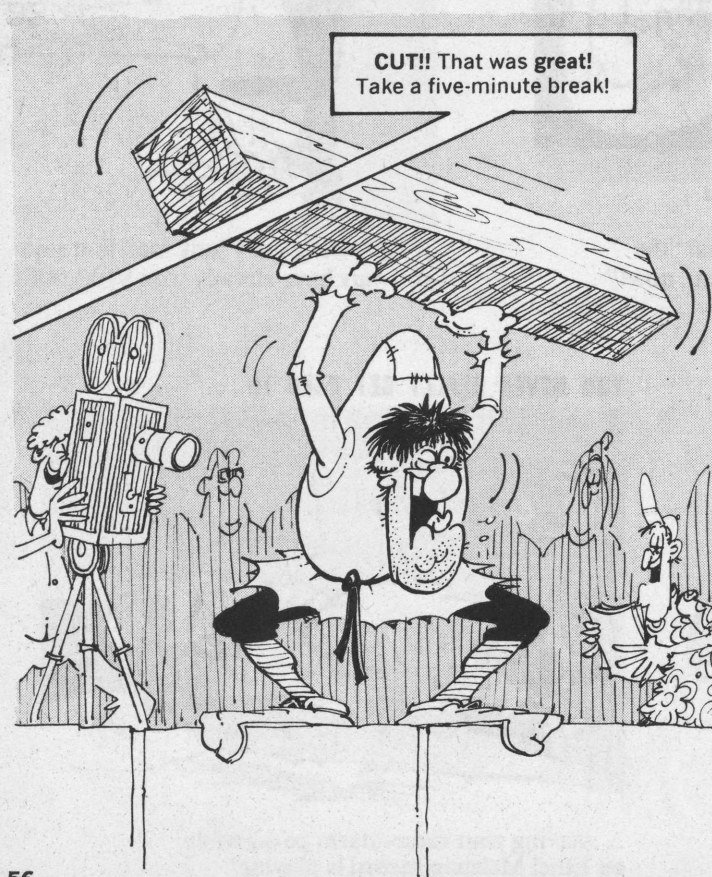
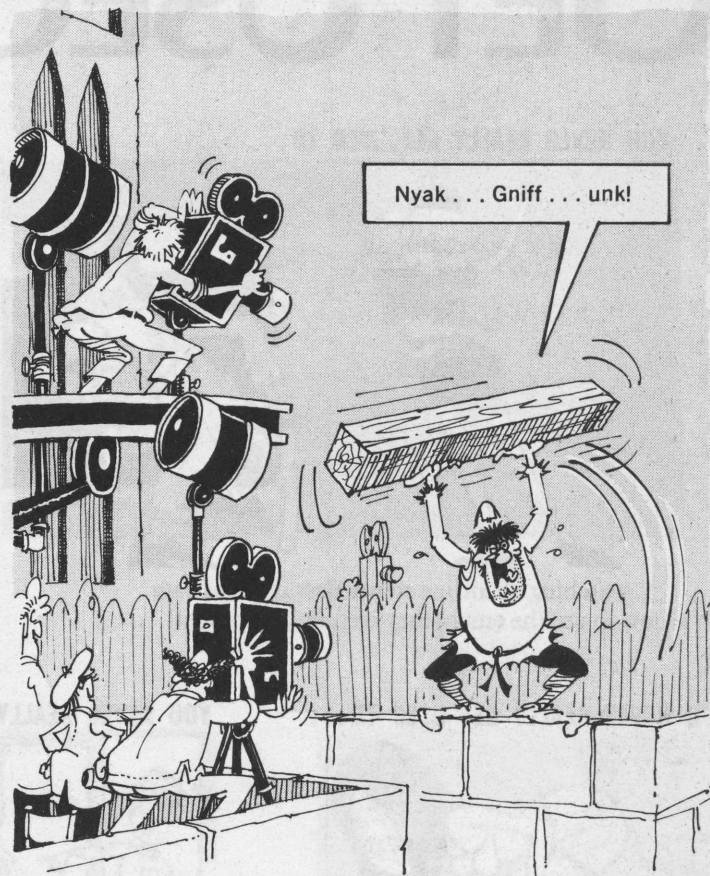
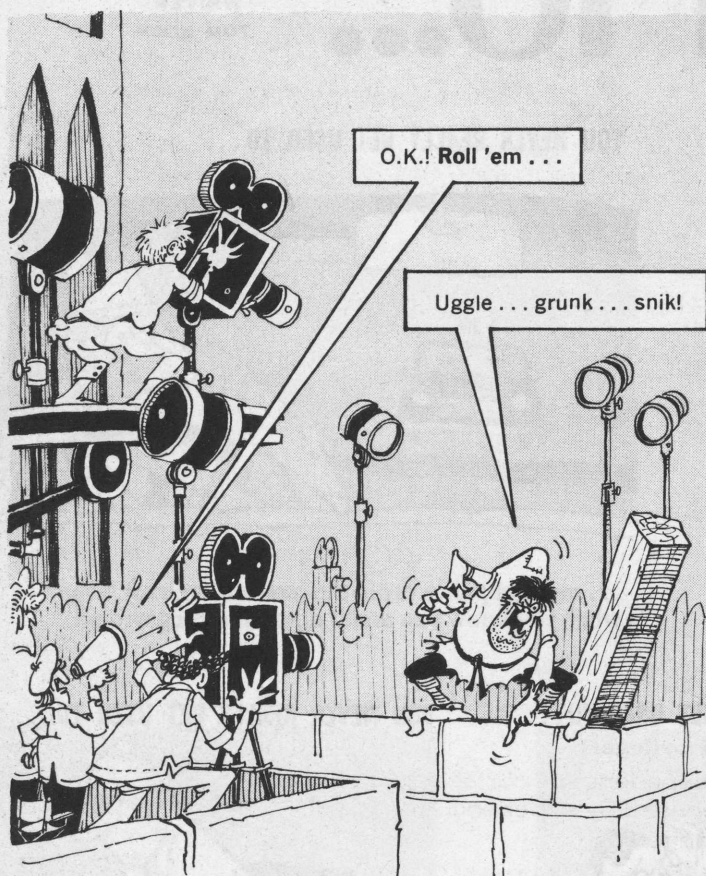
YOU NEVER REALLY GET USED TO...



... having your radio-alarm go off while an Ethel Merman record is playing!



# ON THE "HUNCHBACK OF NOTRE DAME" SET



D. MARTIN



## SUMMER COME LOUDER DEPT.

Years ago kids would go to any camp their parents would choose for them. It didn't really matter which one—all camps were alike. They all had Indian-sounding names and the ads for them usually looked something like this...

in summer camping and  
e boys and girls. 8-18.

mpfires supervised by  
perienced counselors—

**WA HAS EVERYTHING!!**

the rugged life of  
**mp Waywanda**

the Geronimo Mountains,  
ne friendly Dungmoo tribe  
p Beri-Beri stands proudly,  
in summer camping and  
ive boys and girls. 8-18.

- Bead threading
- Wallet making
- Clay moulding

All-American sports program:

- Ring-toss courts on premises
- Pin the tail on the donkey
- Tag

r: Latrines have been placed far  
o that all can learn to appreciate  
ure whether they want to or not!

**Mess Hall Privileges!**

**CAMP WAYWANDA  
HAS EVERYTHING!!**

the rugged life of  
**P UN MAY GO**

Nature walks daily  
All-American  
sports program  
Campfires

supervised by experienced counselors—

**Mess Hall Privileges!**

Nature walks daily: Latrines have been placed far  
out in the woods so that all can learn to appreciate  
the wonders of nature whether they want to or not!

**CAMP MOWAYNISIC HAS EVERYTHING!!**

You'll love the rugged life of  
**Camp Geronimo**

Deep in the heart of the Beri-Beri Mountains,  
on the very ground the friendly Dungmoo tribe  
was massacred on, Camp Geronimo stands proudly,  
offering the very best in summer camping and  
vacation fun for active boys and girls. 8-18.

Excitement beyond belief: All-American sports program:

- Bead threading
- Ring-toss courts on premises
- Wallet making
- Pin the tail on the donkey
- Clay moulding
- Tag

Nature walks daily: Latrines have been placed far  
out in the woods so that all can learn to appreciate  
the wonders of nature whether they want to or not!

**Mess Hall Privileges!**

Campfires supervised by experienced counselors  
Forest-fire fighting supervised by experienced  
Forest Rangers

**CAMP GERONIMO HAS EVERYTHING!!**

You'll love the rugged life of  
**CAMP HOUSATONIC**

Deep in the heart of the Dungmoo Mountains,  
on the very ground the friendly Beri-Beri tribe  
was massacred on, Camp

All-American sports program:

Excitement beyond

- Bead threading
- Wallet making
- Clay moulding

**CAMP  
RONANDA  
HAS**

**EVERYTHING!!**

You'll love the rugg  
**Camp Pasumsic**

Deep in the heart of the B  
on the very ground the frien  
was massacred on, Camp Pasun  
offering the very best in sun  
vacation fun for active boy

Excitement beyond belief:

- Bead threading
- Wallet making
- Clay moulding

All-American sports program:

- Ring-toss courts on premises
- Pin the tail on the donkey
- Tag

Nature walks daily: Latrines have  
out in the woods so that all can lea  
the wonders of nature whether they

**Mess Hall Privileges!**

**CAMP PASUMSIC  
HAS EVERYTHING!!**

You'll love the rugg  
**CAMP KIE-CROO**

Deep in the heart of the  
on the very ground the fri  
was massacred on, Camp Ger  
offering the very best in s

And like that! But the "camp scene" has changed considerably, so naturally the ads have changed as well. Smart businessmen have realized that there's another kind of green in those hills besides poison ivy—namely MONEY—as long as the tastes and interests of today's over-indulged youth is catered to. There are now camps that specialize in riding, music, scuba-diving, art, dieting, foreign languages, you name it! Better still, we'll name it with



# SPECIALIZED CAMP ADS WE'RE BOUND TO SEE



## CAMP MERE GLEN for Girls



# CAMP HILL CRUMBLES

**PARENTS!** Do your child a favor! Send him to a camp that prepares him for adult life in the **REAL** world:

## CAMP COOKIE-CRUMBLES

Why should Jr. believe that everything's gonna be peaches and cream when we all know it's gonna be **GARBAGE!** Here's part of what he'll experience:

Bad food	Ugly rumors	Fixed sports	Broken dates
Lousy service	Strikes	Over-charging	Cheating
Riots	Polluted air	Impure water	Graft
Long Lines	Power failures	Faulty plumbing	Weak cabins

and many more that we have learned to know and love!



Our specially trained counsellors preach about the evils of smoking and drinking daily (while smoking and drinking, naturally!)

You won't be bothered by "homesick" or "send money" calls—all thirty-six phone booths are out of order!

That's the way **CAMP COOKIE-CRUMBLES!**

Be sure to mail applications two months early to allow for the usual lousy Post Office Service!

## CAMP COOKIE-CRUMBLES

EL CAMINO REAL, FRUSTRATION, MICHIGAN

Want a swinging, rocking summer? Then groove

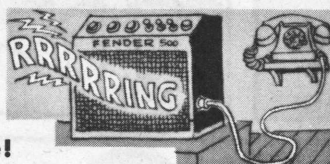
## CAMP BUST-AN-EARDRUM

The only summer camp offering eight weeks of uninterrupted acid rock music . . . featuring:

**Amplified bass**  
**Amplified drums**  
**Amplified guitar**

and in the dining room:

**Amplified silverware!**



On the camp premises:

**The threshold of Pain Discotheque**  
**Beyond the Threshold of Pain Pizza Palace**  
**The Eh? Huh? Hearing Aid Shoppe**

Yes, this is the camp you've been reading about in all the papers—the one that has been making all the noise and disturbing the folks at Newark Airport!

Write for more information.  
**PLEASE DO NOT PHONE!**  
We can't hear it ring!

## CAMP BUST-AN-EARDRUM

Echo Chamber Drive, Louder, New Jersey



facilities, 1/4-mile white sandy beach. Swimming, boating, tennis, archery.

## BOYS!!!

Do you just love to sew? Style hair? Arrange flowers? Interior decorate? Design dresses? Groom poodles? Do window displays? Or just gossip around a mah-jongg game? Then come to

## CAMP DRAG

A regular fairy-land for boys!  
(Over 500 miles from the nearest girl's camp!)  
"You'll come here a boy, but go home a woman!"

Camp Drag, Cherry Grove, Fire Island, N.Y.



Got yourself a "problem child"? Has *over-indulgence* made your kid an impossible, spoiled-rotten **SNOT-NOSE?** We'll straighten him out in just *one* summer at

## CAMP BREAK-A-BRAT

No wishy-washy, mamby-pamby stuff here! We pride ourselves in our latest, get-results-fast features like:

### COLD FOOD COLD SHOWERS COLD SHOULDER

We believe in letting 'em learn the *hard way!* Like the ins and outs of electricity—an *electrified fence* encircles the entire premises!

Care of pets—*police dogs* roam the property day and night!

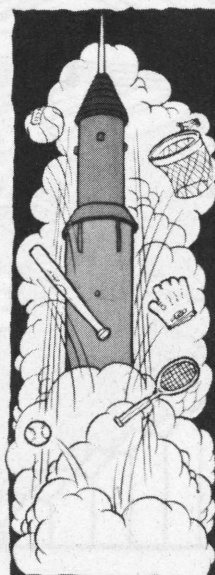
Landscaping—*tons of rocks* that need to be *broken!*

Experienced Counsellors (all of whom served in the *big house*, either as *guards* or *inmates!*) supply their own special methods of keeping the little stinkers in line, enabling us to **GUARANTEE** your kid's complete over-haul from a surly creep to a whimpering crud!

Send us his name, photograph, and fingerprints and we'll do the rest!

### CAMP BREAK-A-BRAT

LEAVENWORTH ROAD—BIG ROCK—ILLINOIS



**Space nut? Lift-off for the summer of your life at . . .**

## ASTRO-CAMP

- All meals drunk out of plastic bags!
- Zero gravity gymnasiums for exercise!
- Three campers to a room measuring 4' x 6' x 8' from which you'll be allowed out once every 15 days!
- Talk to your counsellor on our fabulous "mission control" two-way radio!
- Experience our unique "no washing or latrine" services!
- Free rock samples to take home with you after the summer!
- A congratulatory call from President Nixon if you make it through the season.

It's expensive, but what the hell—the Government is paying for most of it!

### ASTRO-CAMP

LAUNCH PAD BLVD., HOUSTON, TEXAS

## Exciting Summer for You

It's a camp, vacation, talk to Histadrut. Includes these five

**HAFAK HAYAROK** (14 to 17. Share the ing work, education, seeing. \$979

**ISRAEL KIBBUTZ CA** 14 and 15. "A camp English speaking sta

**EXPERIMENT IN K** 16 and 17. Groups o Kibbutzim. \$719.

**KIBBUTZ-VACATION** ages 18 to 25. 39 D Mediterranean Fiest

**CHILDREN SUMMER** ages 9 to 12. Full children. Well establ

**OTHE**  
For fur

## CAMP KE

Kent, Conn., 85 m Berkshire Mountain Water sports incli Boating, Canoeing, instruction. Vast b basketball areas, c fessional staff and Music, Drama, Arta mer Stock, Movies, program. FOR Y program geared to

### Music • Dance

with a happy blen camping. Profession ments, folk, classic dance, ballet. Paint pottery, craftsmen raphy, film worksh int, teen groups. Piliow. Reg., adv. 1

## CAMP

**4 & 8 WEEK S**  
**Basketball • Soccer**  
Camping & Living. F size basketball co courts • 3 baseball Pool and 100 acre academic program camping at C. B. R SIVE PROGRAMS IN WRESTLING: Outst Demonstrations by

CALL OR WRITE FOR

## CAMP ANN

The original non-n for girls 8-18. Com Superb facilities a **TWENTY** tennis co golf course, fencin nastics. Follow-up weight loss. Social and confidence. Under the persona Gussie Mason, the Stanley, and autho Your Child Lose We Accredited by Ame & Association of P Send for brochure from the N. Y. Tim

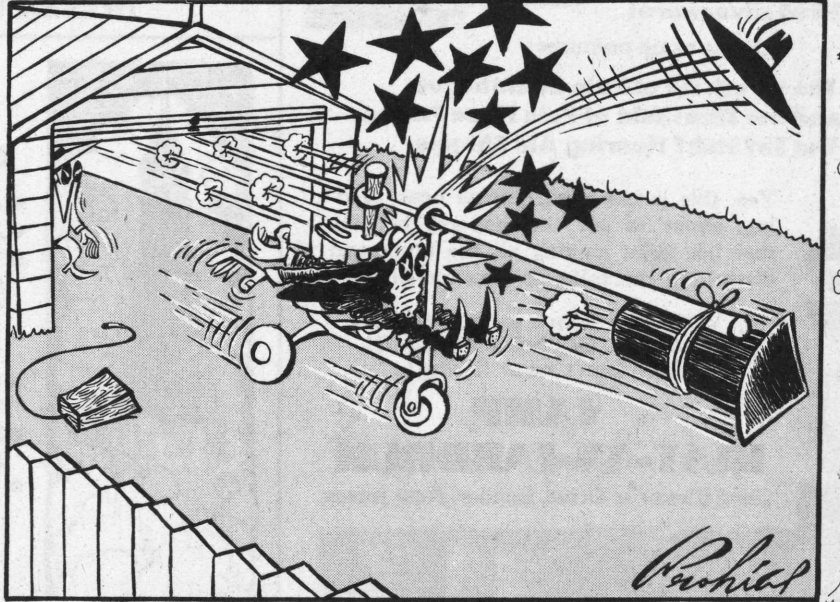
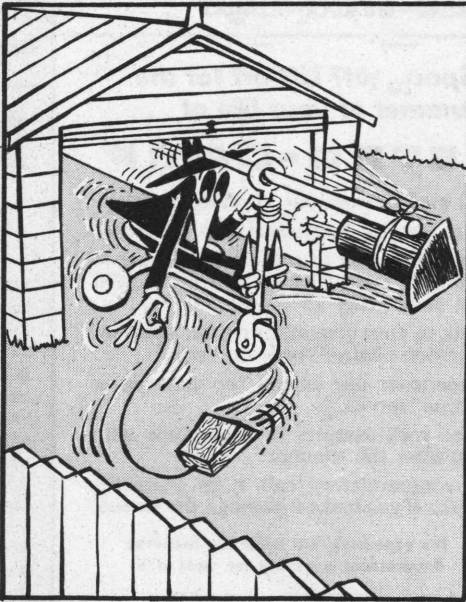
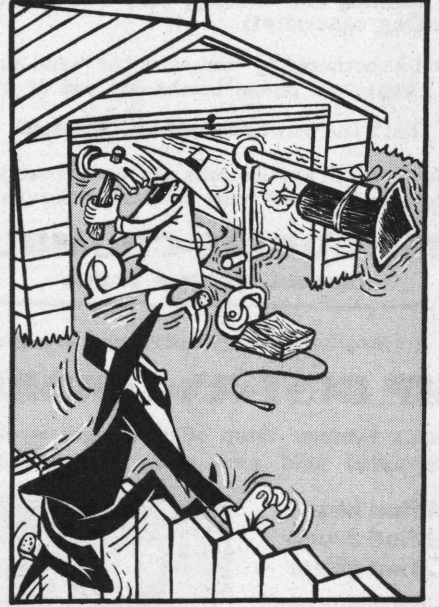
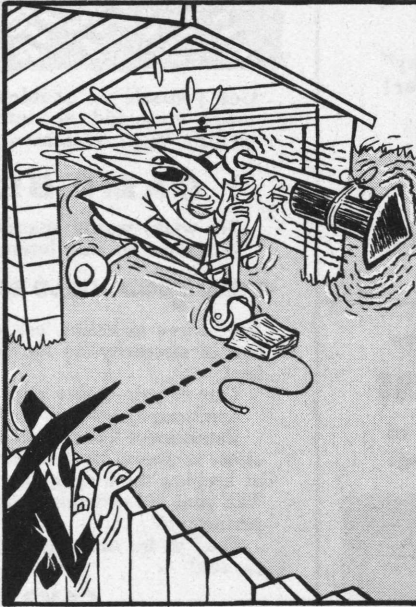
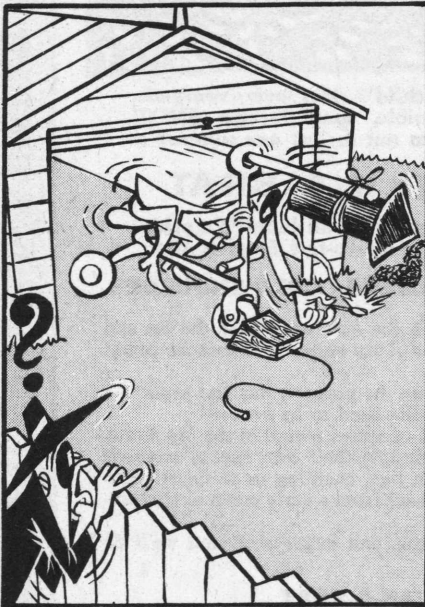
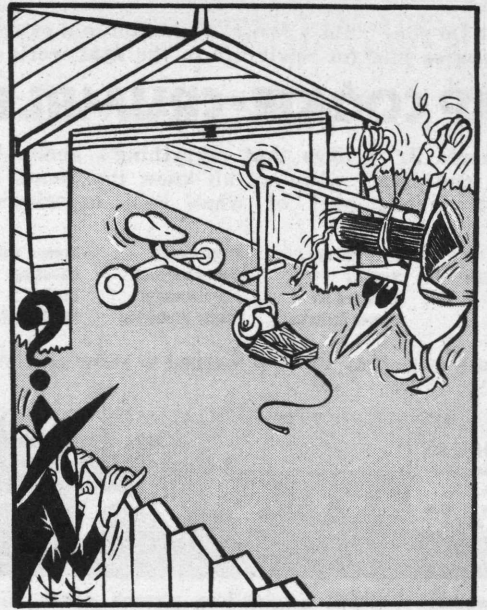
## CAMP WH

## Camps For All Ages

## "AN ACCREDITED PRIVATE CAMP FOR YOUR CHILD"



# SPY vs SPY



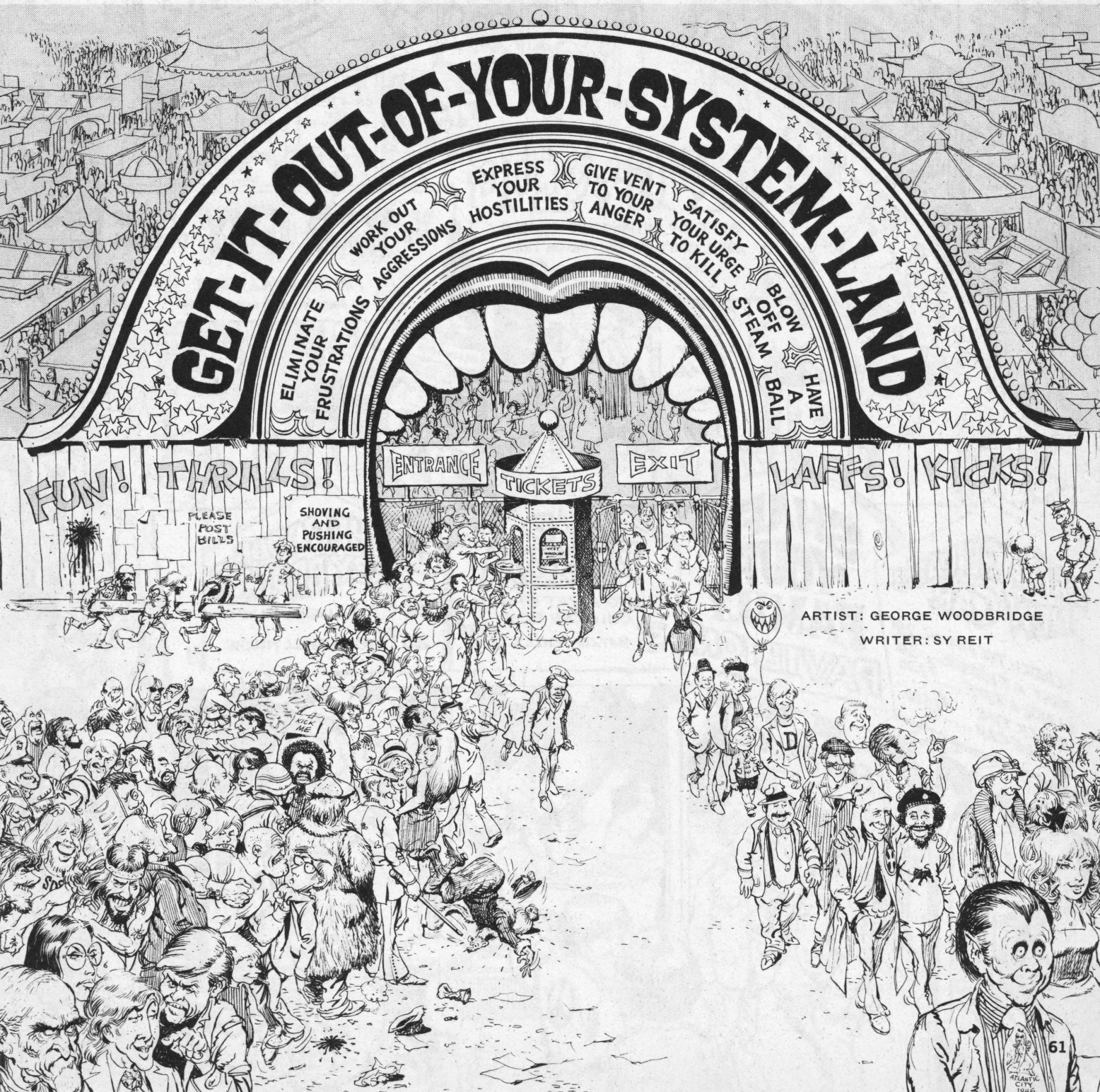
*Rashid*





## ABUSEMENT PARK DEPT.

Go to your local newsstand, pick up a newspaper, and what's the first thing that hits you in the eye? The newsdealer, dummy—because you didn't pay for the paper! But the *next* thing will be all those scary headlines about "law and order" and "crime in the streets"! Incidentally, we can't figure out *why* there's so much fuss about "crime in the streets"! Isn't that where it *belongs*? Where *should* we have crime, for Pete's sake—*inside our houses*? Anyway, violence in America is becoming a serious problem. Everyone agrees that something must be done to curb all the crime, rioting, and other forms of mayhem. But we here at MAD think that the Establishment is going about it *all wrong*. Instead of trying to *suppress* violence, the powers that be ought to find a nice safe *outlet* for it. Let's face it, people *need* ways to express their anti-social urges. And everyone *has* these secret urges. So why not channel them harmlessly by setting up a special area where folks can get *rid* of these terrible impulses and natural aggressions in *completely safe and acceptable* ways? How would this work? Well, why not join us as MAD escorts you through uninhibited, satisfying . . . .



ARTIST: GEORGE WOODBRIDGE

WRITER: SY REIT





**BIGOTRY WALL**  
EXPRESS YOUR HATES!  
RENT A CAN OF PAINT  
AND A BRUSH - 50¢  
AN HOUR

**Sex-A-Phone**  
MAKE THAT OBSCENE CALL  
YOU'VE ALWAYS WANTED TO.  
10¢ FOR 3 MINUTES  
OR ANY PART  
THEREOF.

**KICK OVER  
THE GRAVESTONE  
OF YOUR  
CHOICE .35**

**SMASH!**  
A GENUINE  
STRADIVARIUS  
\$2.00

**THRILL THEATER**  
50 SELECTED VIOLENCE  
SCENES FROM OSCAR  
WINNING MOVIES  
ADMISSION \$2.50

**COMING SOON!**  
**TUNNEL  
OF HATE**  
A VERITABLE  
TREASURE HOUSE  
OF INSIDIOUS  
DELIVERIES!  
A PERVERSITY  
A PARADISE...  
A SADIST'S  
SALUBRITARIUM  
WATCH FOR GRAND  
OPENING

ANONYMOUS  
POISON-PEN  
LETTER BOX.  
PICK-UPS  
EVERY HOUR

**CURSE  
OUT A  
COP**  
5¢ FOR EACH  
OBSCENITY

**SHOPLIFTERS  
PARADISE**  
SWIPE ALL YOU WANT!  
KEEP ALL YOU SWIPE!  
ADMISSION \$1.00

**SEX-A-PHONE**  
10¢

**STEAL  
FROM THE BLIND  
MAN'S CUP  
KEEP ALL  
YOU SWIPE 40¢**

**MUG-A-LUG**

BEAT UP AN INNOCENT PASSERBY  
KEEP WHATEVER YOU FIND ON THEM  
LITTLE OLD MAN.....\$1.00  
LITTLE OLD LADY....\$1.50

BE THE **BAD GUY** OF YOUR DREAMS  
3 PHOTOS WHILE-U-WAIT \$1.  
50 DIRTY RATS TO CHOOSE FROM

FOR THAT  
SPECIAL  
SOMEONE,  
**EPOXY  
TAFFY**  
...50¢ BOX.

DILLINGER  
JACK THE RIPPER  
HITLER  
JESSE JAMES

SIMON GIRTY  
BILLY THE KID  
STALIN  
SY REIT

**DAMAGE DAD'S  
NEW CAR**  
SCRATCH THE FINISH...25¢  
DENT A FENDER...\$1.00  
SLASH A TIRE.....\$1.00  
WRECK THE  
WHOLE CAR.....\$1,500.

**SHAFT  
YOUR  
FAMILY  
PAVILION**

**DUMP  
MOM**  
INTO A VAT OF HER  
CHICKEN SOUP  
3 MATCH BALLS 50¢

**SMOTHER YOUR  
BABY BROTHER**  
50¢ FOR A LARGE PILLOW  
25¢ FOR A SMALL PILLOW

**ENTRANCE**







## DEN OF DEPRAVITY

PULL WINGS OFF HELPLESS FLIES  
LARGE 25¢ SMALL 15¢

## AUTOMANIA ENTRANCE

## AUTOMANIA

PASS STOP SIGNS GO THRU RED LIGHTS EXCEED SPEED LIMITS CAUSE FATAL ACCIDENTS  
RENT A CAR AND GO WILD! \$4.00 PER HOUR

SMOKERS SATISFACTION  
LIGHT UP AND PUFF AWAY IN A NO SMOKING AREA

LOOTERS  
SMASH STORE WINDOWS ALL YOU CAN

LANE  
AND HELP YOURSELF AWAY FOR \$5.00

BURN A BOOK  
5¢  
RARE FIRST EDITIONS  
SCHOOL TEXT BOOKS

GRAFFITOTAMA  
15 GOVERNMENT BUILDINGS WITH WHITE MARBLE WALLS

UNLOAD THAT URGE  
3 BELTS FOR 50¢

## TELL 'EM OFF!

HERE'S YOUR CHANCE TO BACK-TALK THE PEOPLE WHO BUG YOU EVERY DAY  
10 MINUTES OBSCENITIES ENCOURAGED 50 CENTS

LANDLORD HUSBAND BOSS WIFE  
TEACHER

## MUDDY SHOE CAROUSEL

TRAMP AROUND OUR SNOW-WHITE RUG WITH FILTHY, MUD-CAKED, RENTED SHOES!  
CONVENTIONAL SHOES..60¢ COMBAT BOOTS..\$1.00

## Vandals CHINA SHOP

ALL YOU CAN DESTROY WITH A SLEDGE HAMMER IN 15 MINUTES \$1

## MA DEFACE A MASTERPIECE

YOUR CHOICE OF CRAYONS, PAINT OR SWITCHBLADE

PRICE SCALE REMBRANDT'S....75¢ PICASSOS.....35¢  
VAN GOGH'S.....50¢ DON MARTINS... WE PAY YOU.

## PLAY BIG BULY!

HIT SOMEBODY MUCH SMALLER THAN YOU

ALL YOU CAN BEAT \$1.

SOUVENIR CANES \$2  
2 HAVE FUN WITH THE GRAMMARS... WHEN THE SPECIAL SPRING-HINGE GOES TO WORK... GUARANTEED TO BREAK THE OLD BOY UP!

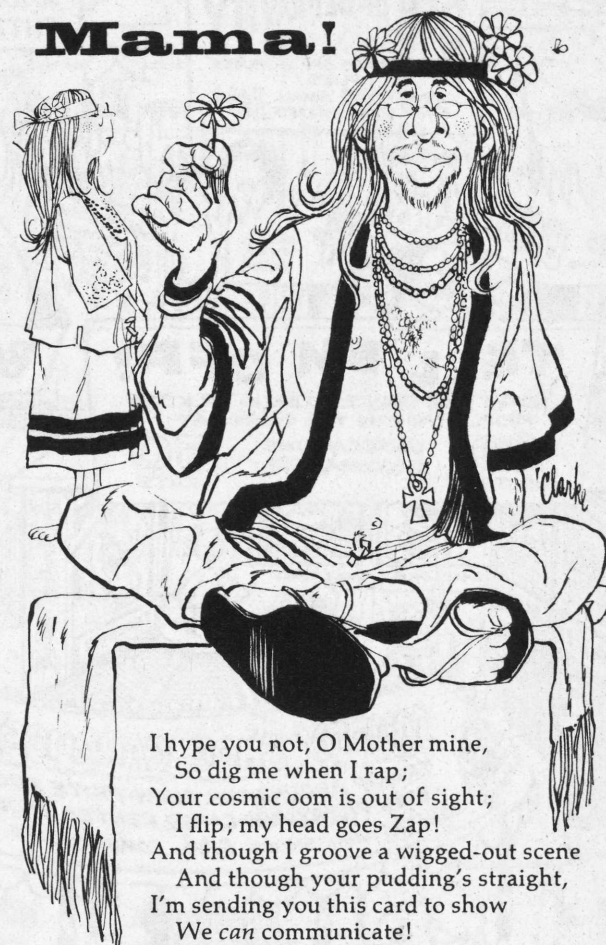
STINK BOMBS 5¢



Mother's Day will soon be on us and many of us will be sending the appropriate cards. But what about all those members of the "extremist" side of the Generation Gap? What kind of cards will *they* be sending to *their* mothers? From the nature of this question, it should be pretty clear to you by now that MAD has the answer, namely—

# MOTHER'S DAY CARDS FROM THE "NOW" GENERATION

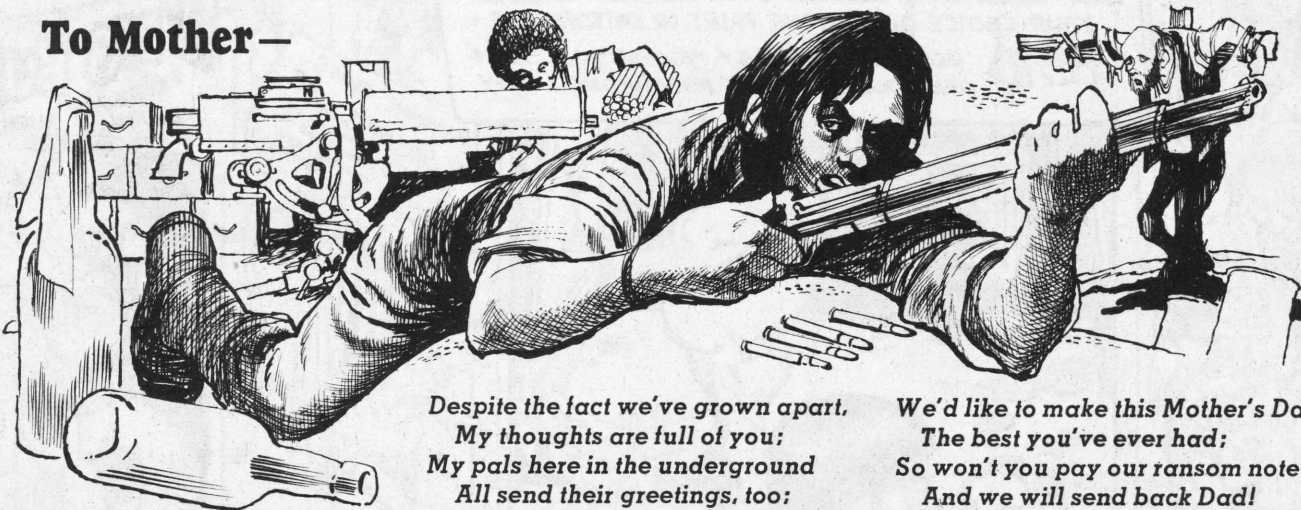
From a Hippie



ARTIST: BOB CLARKE WRITER: FRANK JACOBS

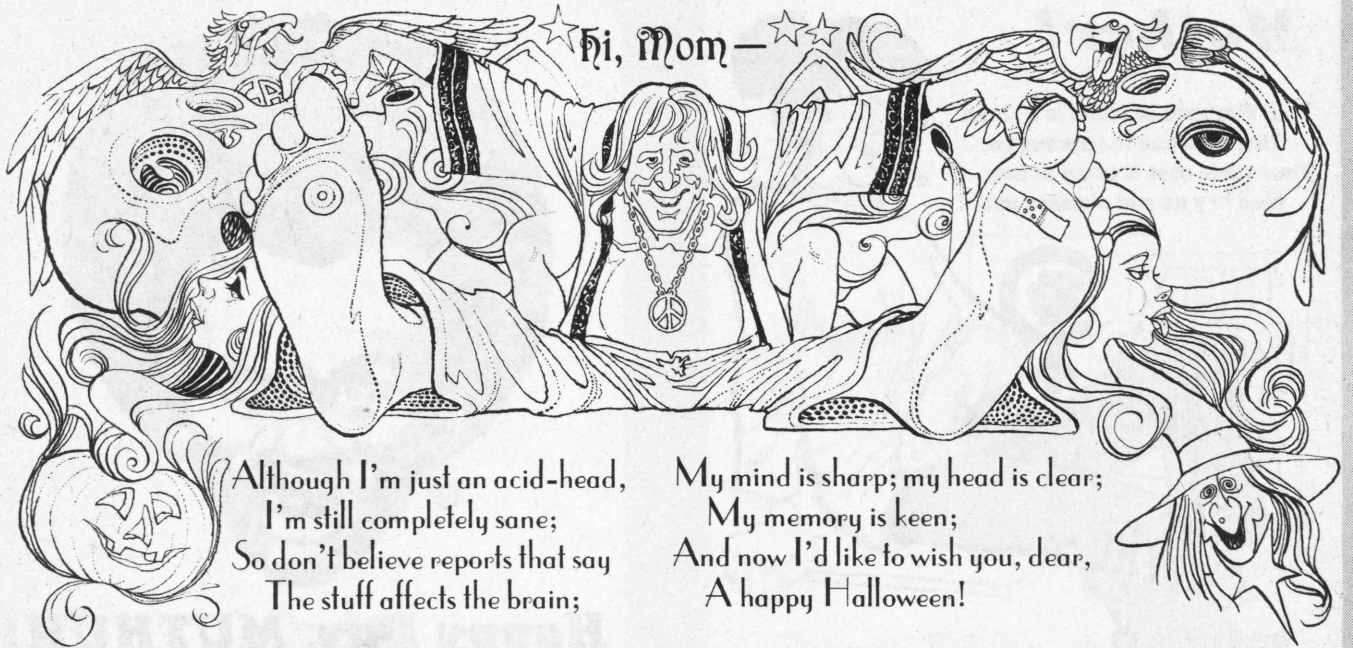
From a Militant Revolutionary

To Mother—





## From an Acid-Head



Although I'm just an acid-head,  
I'm still completely sane;  
So don't believe reports that say  
The stuff affects the brain;

My mind is sharp; my head is clear;  
My memory is keen;  
And now I'd like to wish you, dear,  
A happy Halloween!

## From a Radical Rabble-Rouser

**Right on, Mom!**



I bait the pigs with language foul;  
I have a filthy style;  
I only shout four-letter words;  
I'm dirty, crude and vile;  
In case you think, O Mother dear,  
My words are a disgrace—  
I learned them from those games of bridge  
When Father trumped your ace!

## From a Draft-Dodger

**Dearest Mom—**



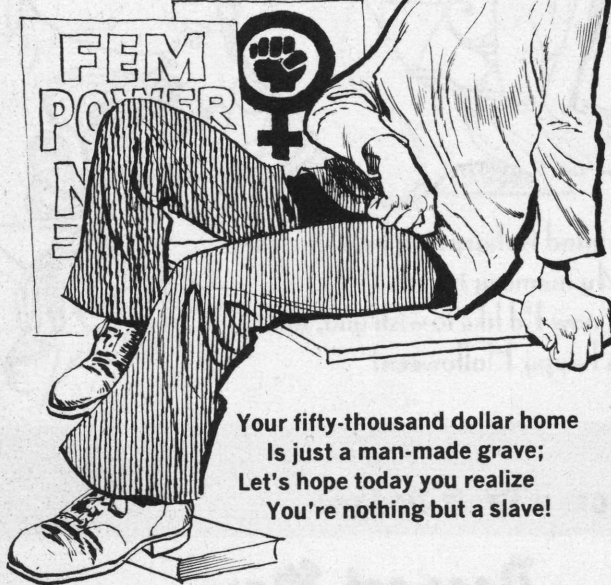
You spoon-fed me when I was young;  
You loved me and caressed me;  
You helped me learn to walk and talk;  
You combed my hair and dressed me;  
But what I really thank you for  
With gratitude emphatic--  
Is hiding me the past three years  
Up here inside the attic!



## From a Women's Lib Activist

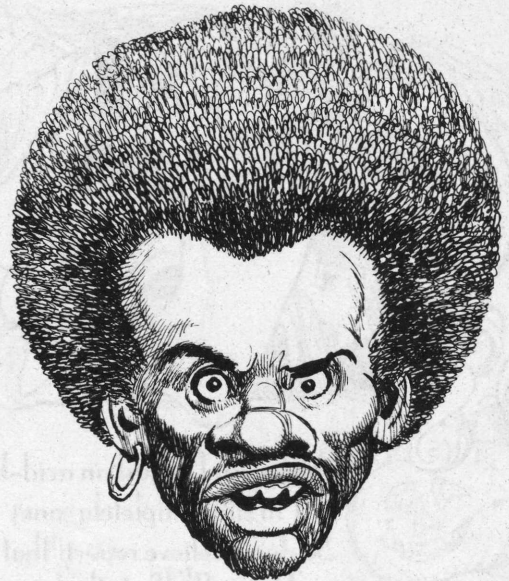
### **Mother!**

Your diamond bracelet is a chain  
That men use to oppress us;  
Your sable coat is proof of how  
Men buy us and possess us;



Your fifty-thousand dollar home  
Is just a man-made grave;  
Let's hope today you realize  
You're nothing but a slave!

## From a Black Militant

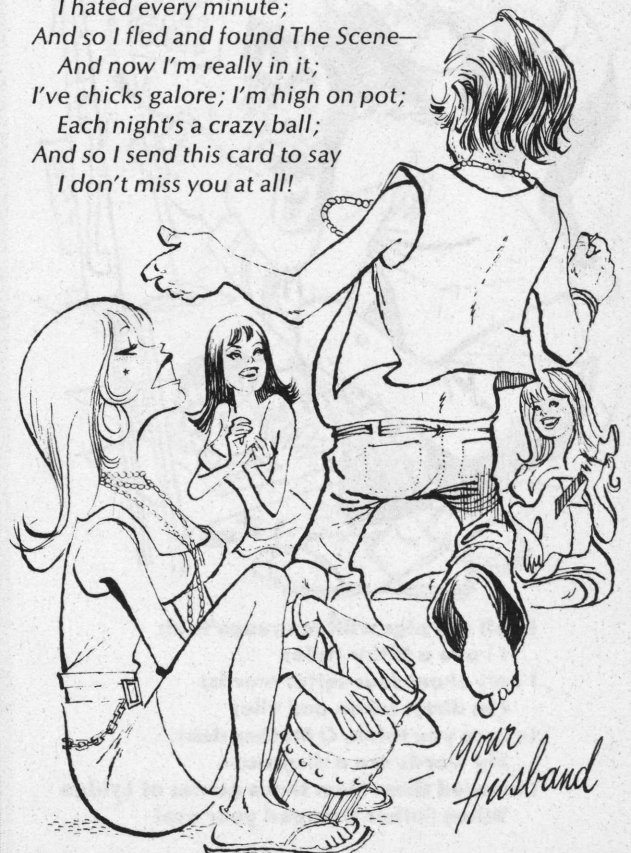


**Happy Day, MUTHUH!**

## From a Runaway from Home

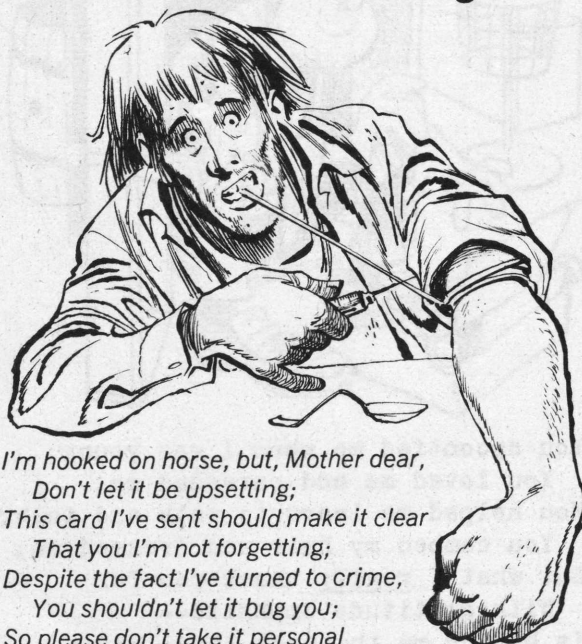
### **Happy Mother's Day!**

You nagged me when I lived at home;  
I hated every minute;  
And so I fled and found The Scene—  
And now I'm really in it;  
I've chicks galore; I'm high on pot;  
Each night's a crazy ball;  
And so I send this card to say  
I don't miss you at all!



## From a Junkie

### **Happy Mother's Day!**

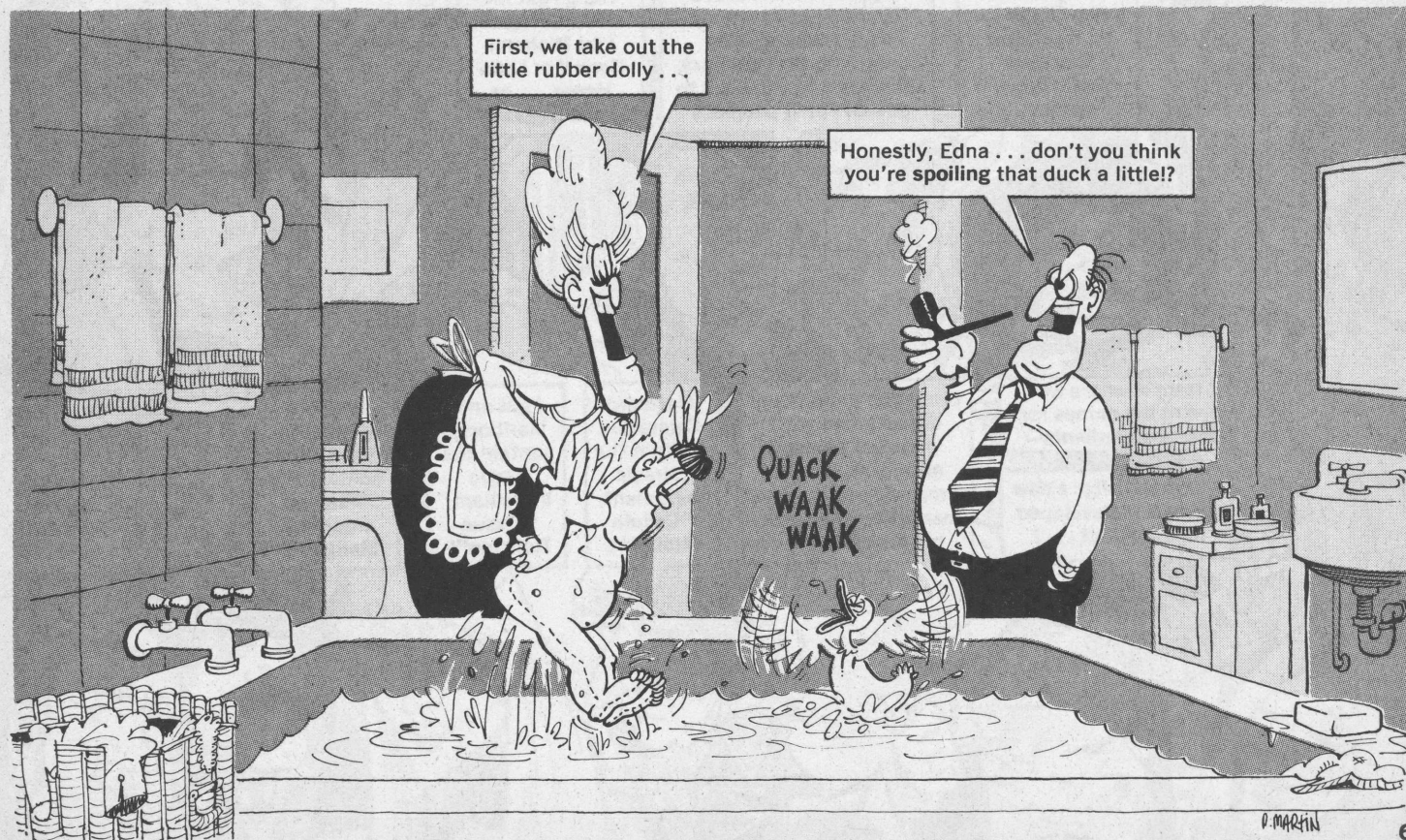
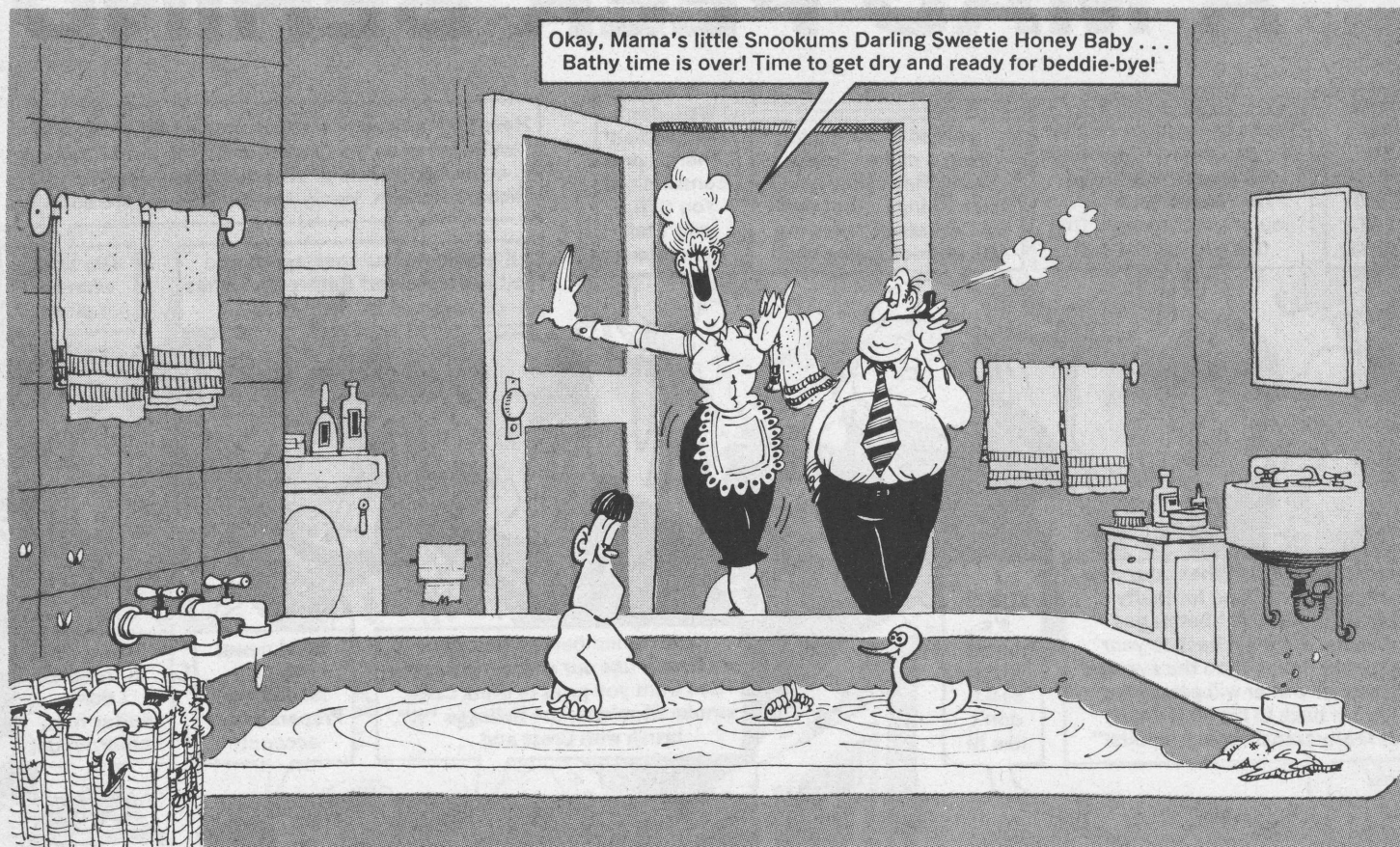


I'm hooked on horse, but, Mother dear,  
Don't let it be upsetting;  
This card I've sent should make it clear  
That you I'm not forgetting;  
Despite the fact I've turned to crime,  
You shouldn't let it bug you;  
So please don't take it personal  
This evening when I mug you!





# ONE EVENING IN A BATHTUB





Okay, gang, here we go again with another visit behind the scenes of an American institution

# A MAD PEEK BEHIND

ARTIST: JACK RICKARD



Hey—who are **THOSE TWO FAT SLOBS?**

That's the slender mother and daughter you couldn't tell apart in our TV ad for "Grape Nuts"... you know, the cereal that fills you up, not out!

I warned them! I told them a million times: Swim! Play volley ball! Do anything... but don't **EAT** the stuff! There are 400 calories in one cup!!

Well, don't feel **too** bad! There's **one** consolation! You **STILL** can't tell them apart!

Have you noticed how many washed-up personalities we're using as the "voices-over" on our television commercials lately? Joseph Cotten, Jose Ferrer, Richard Carlson, Henry Fonda, Burgess Meredith...

E'scuse me, but mah agent said you had a Waldorf Bathroom Tishas commercial fo' me t' read...

Oh, Lord—where will it all end?

How about this?: "When your new Duster is recalled for faulty brakes, you'll get better gas mileage driving it back to your Plymouth dealer than the average Maverick owner will get driving his car back to his Ford dealer for faulty transmission repairs!"

I **ADMIT** it's honest, but I **STILL** don't like it!

... and remember—in this agency, we always use our clients' products! So I want you guys to drink Coke, smoke Winstons, eat Kelloggs "K", brush with Crest and...

**Good news!** We just landed the Preparation-H account!

Oh-oh! I'm in trouble! I don't suffer from hemorrhoids!

I've got that token Negro for the backyard detergent commercial scene...

Negro?! You call that a **NEGRO**? Look at those thick features, that bushy hair, that jet-black skin! What do you want to do—**OFFEND** people?!

You go get me a **REAL** Negro! Like Diahann Carroll or Lena Horne... or Leslie Uggams!

Here is where we invent the names for **secret ingredients**—

You mean after a new formula is developed for a product...?

Don't you understand the ad game yet?! We never develop new formulas! We merely invent new names for the same old junk! Listen—

Marlboro Cigarettes contain the miracle ingredient, "**Cellulo Multipli**"!

I got one! Marlboros contain the magic ingredient, "**Tissue Roticide**"!

Here's a great one! Marlboros contain the fabulous additive, "**Maligno-7**"!

Sorry, but I don't like any of those!

Okay, wise guy! You come up with a better name for **CANCER**!





to discover what new and inventive ways we the people are being shafted. Won't you join us for

# THE SCENES

## At An Ad Agency

WRITER: LARRY SIEGEL



Once upon a time, there was an ordinary Lipton tea bag. One day, a handsome ad executive decided that if the bag was divided into **two parts** and called a "**Flow Through**" tea bag—that even though it contained the same amount of tea, he could convince people that it was **much better** than an ordinary tea bag. So . . .

Shhh! Armbruster's kid can't sleep so he's telling him a bedtime story!

Why not? The public's been buying it for **YEARS!!**

Do you think his kid will believe that Fairy Tale?

I tell you, this drug problem is **terrible!** Something ought to be done about these—these **ANIMALS** running loose on the streets who ruin people's lives by selling dope, pushing marijuana, filling people with lethal poison . . .

Hey, Artie—we're all set with the new **\$3-million Seagrams Whiskey** campaign!

Our Volkswagen Account Executive just called in. He'll be late for the meeting . . .

What happened . . . ?  
His Cadillac broke down!

Now, here's how "**planned obsolescence**" works: The flimsier a product is, the faster the public has to **replace** it. The faster it's **replaced**, the more profit the company makes and the more money we make **advertising** the product for them! It's all there, numbskull!

But I can't read it! The light bulb just went out! And I don't understand it! I put in a new bulb only this morning . . .

God bless our client, the General Electric Co.!

Oh, **NOW** I get it!!

I'm writing new ad copy for that sleep-inducer!

Nytol?

No, Arthur Godfrey!

How's this: "Just wait till you see the **new model!** It's ideal for the middle income family that doesn't want any **trouble!** It's so quiet, you can hardly believe it's **moving!** And it has an incredible ability to go **forward** and **reverse** at the same rate of speed! So . . .

. . . if you liked the 1970 model, you'll just **LOVE** the 1971 model!"

Ad copy for the 1971 Volkswagen?

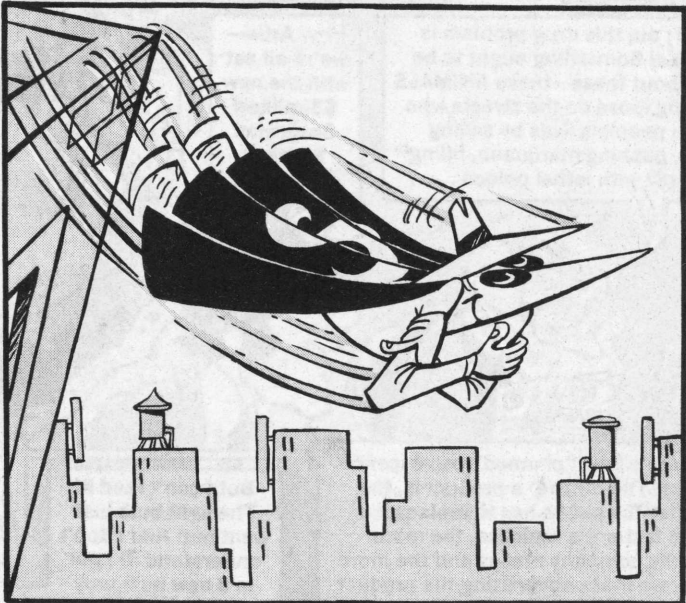
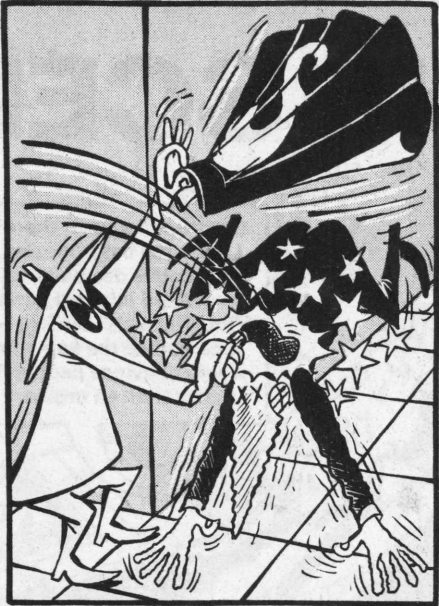
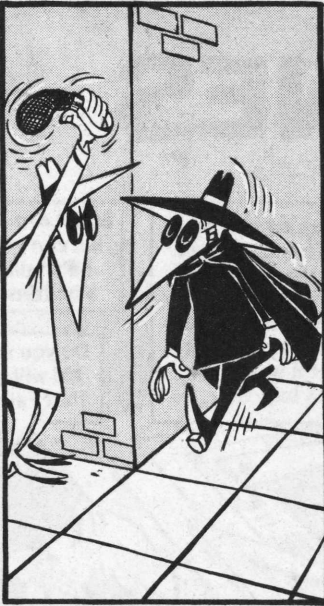
No, ad copy for the 1971 **NIXON!!**

Why—sob—why'd you hit me, Daddy?! All I did was—sob—break into your conference and announce that I only had **one cavity!**

It's bad enough I **WROTE** that stupid commercial! I don't have to **LIVE** it!!

JACK RICKARD







## FORCED-FEDS DEPT.

From time to time, the F.B.I. has been severely criticized for the way it handles its affairs. However, in the series presented each week on television, the F.B.I. is depicted as handling matters in a way that would hardly even raise an eyebrow. Which is why we call our version of this show

# THE F.I.B.\*

*\*Editor's Note: One of the sponsors of this weekly TV series is a leading automobile manufacturer. From the subtle references and plugs they make throughout the show, see if you can guess which one.*

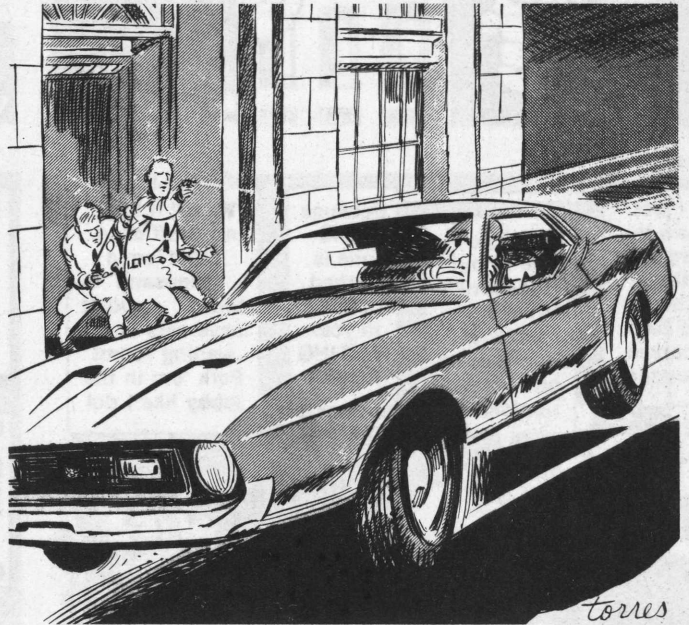
ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO

"On October 19th, a man posing as wastepaper basket repairman gained access to the vault of the Last National Bank . . .



"He escaped from the scene of his crime in a sleek-looking Ford Mustang equipped with bucket seats and stick shift . . .



"The FIB was called in on the case because among the items missing from the vault were Federal Securities, Government Bonds, and a bunch of Mr. J. Edgar Hoover's trading stamps!



"FIB Inspector Lucas Oilyskin, along with Special Agent Tame Coldly and Special Guest Agent L.T.D. Thunderbird, following a few slim clues and several fat hunches, found the hide-out of the safe-cracker, who had returned to the scene of the crime and was living in the bank vault . . .





"The safe-cracker was apprehended, and also caught, and sentenced to 99 years in prison. However, his sentence was reduced to 6 months for having the good taste to use a Mustang as the get-away car. The case was closed and—"

**Hold it! HOLD IT!!** That blabbermouth Narrator has gone too far! I don't mind that every week he tells most of the story . . . but this time, he's told the **whole thing!!** We're two minutes into the show, and already he's through the **Epilog! Now . . .** can we please start again with **another story!?** And if that Narrator tells too much **THIS time**, I'll have him arrested for possessing an **illegal mouth!**



On December 17th, a young woman came into the Washington, D.C., Office and lodged a complaint that her boyfriend had run off with her diamonds. She was told *thmph—phmmph . . .*

Okay! We'll take it from here!

Sorry, Miss! Unless it's an **inter-State** crime, the FIB can not intercede! Do you know what **State** your boyfriend is in now?

I imagine he's in a state of **ecstasy!** Those diamonds were worth a **fortune!**

Then he's **crossed State lines!** We'll take the case! Inspector **Oilyskin!** Would you come in here, please?

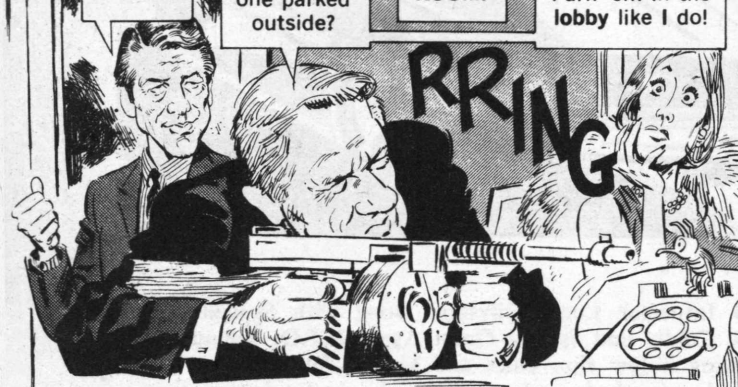


I just saw the **strangest thing!** There's a **Ford** parked outside!

**So?!** Ford is one of our **sponsors!** What's so unusual about seeing one parked outside?

Because **THIS** one is parked outside in your **WAITING ROOM!**

**What?!** If I told my staff once, I told 'em a **thousand times . . .** Don't leave cars in the waiting room! Park 'em in the lobby like I do!



Excuse me! Hello . . . ? This is FIB Chief Authority Word speaking!

This call is to warn you that the students of Finster U. are going to burn down the **School Library**, wreck the **New Studies Building**, and blow up the **Science and Computer Laboratory!**

But . . . why are you doing this?

We're protesting violence on campus!! . . . **CLICK!!**

BEWARE OF SPIES BUGS TAPS AND THE CHIEF



Looks like we're gonna have some more **campus destruction** on our hands . . .

Should we get on it right away, Chief?

Don't be ridiculous! We have more **important things** to concern ourselves with! This lady, for example, has had her **diamonds stolen!**

And that's more important than **campus unrest?!**

Of course! This is **"THE FIB,"** isn't it? Besides, our TV viewers see campus unrest every night on **"The News"!** Now a **diamond robbery . . .** that's different!

Inspector Oilyskin, meet Miss Jackie Paxton! Now, Miss Paxton . . . suppose you tell us your boyfriend's name?

Sweetheart!

"Sweetheart" isn't a name! It's a term of **endearment!**

Well, that's what I called the **bum!!**







You trusted your diamonds to a man known only to you as "Sweetheart"?! You're not a very discerning woman!

Are you suggesting that I'm an easy mark, Inspector?

Yes, Miss Paxton! I am!

Call me Jackie!

Yes, Jackie!

What are you doing after work, Sweetheart?

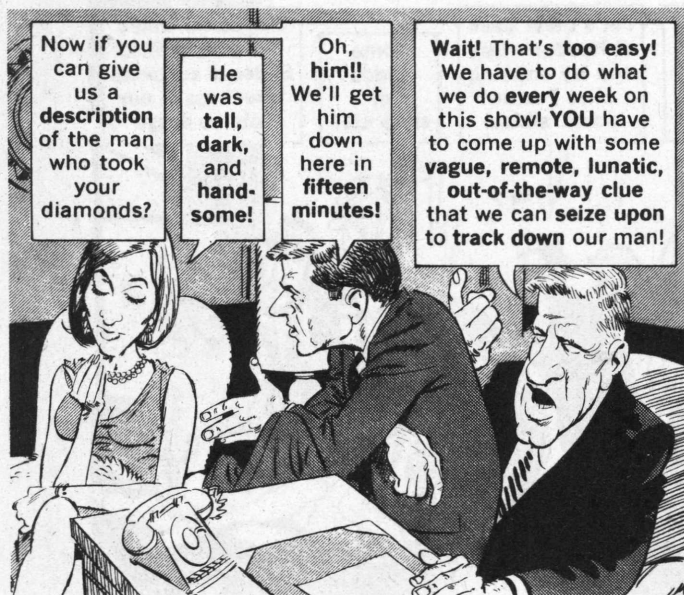


"Sweetheart!?" So Inspector Oilyskin is "Sweetheart"! You're under arrest, Oil—

Oh, Chief! He IS a Sweetheart, but not THE Sweetheart!

Jackie, you should be more careful with your affection! The world is full of handsome young men just looking for young ladies like you!

That's great! I thought I was going to have to spend the week-end alone!

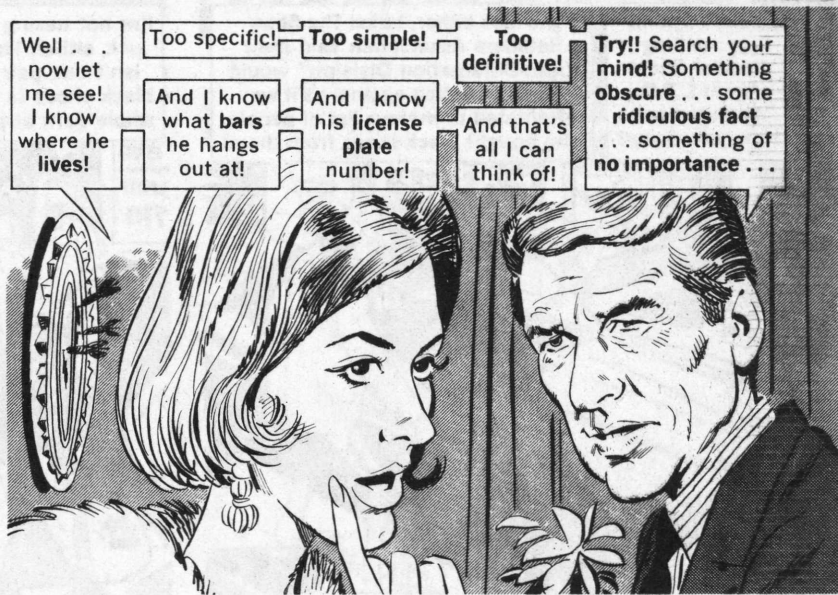


Now if you can give us a description of the man who took your diamonds?

He was tall, dark, and handsome!

Oh, him!! We'll get him down here in fifteen minutes!

Wait! That's too easy! We have to do what we do every week on this show! YOU have to come up with some vague, remote, lunatic, out-of-the-way clue that we can seize upon to track down our man!



Well . . . now let me see! I know where he lives!

Too specific!

And I know what bars he hangs out at!

Too simple!

And I know his license plate number!

Too definitive!

And that's all I can think of!

Try!! Search your mind! Something obscure . . . some ridiculous fact . . . something of no importance . . .

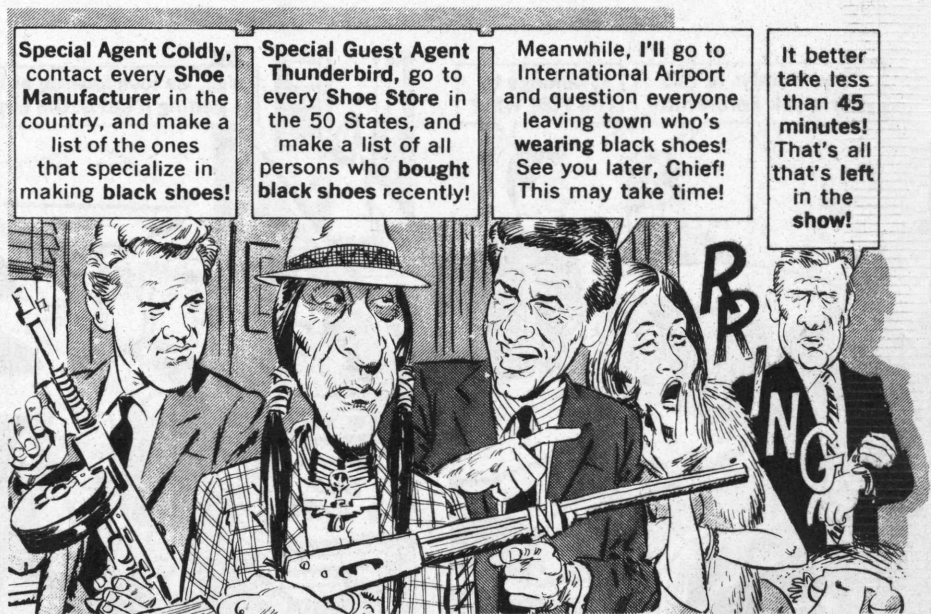


Well . . . there IS something! But it's so . . . so stupid!!

That's it!! That's what we want!!

He—he always wears black shoes!!

**BLACK SHOES!!** That's it! What a great, nothing-to-work-with clue! Now . . . watch us spring into action!



Special Agent Coldy, contact every Shoe Manufacturer in the country, and make a list of the ones that specialize in making black shoes!

Special Guest Agent Thunderbird, go to every Shoe Store in the 50 States, and make a list of all persons who bought black shoes recently!

Meanwhile, I'll go to International Airport and question everyone leaving town who's wearing black shoes! See you later, Chief! This may take time!

It better take less than 45 minutes! That's all that's left in the show!









Listen! **MAFIA** is ...

I heard that! What about the Mafia?

No, no! You gotta me **wrong!** I'm-a Lawyer Italiano! I'm-a tell-a this man ma **FEE-a** is **\$50.00!** If he could afford more, ma fee would-a be **\$75.00!**

Boy, I sure hope no one from the **Italian Anti-Defamation League** is watching!

Hi, Luke! I see the crook has given you the **DODGE** so far!

**PLEASE, Chief!** No plugs for other cars!!

**RRING**

Hello, FIB? We just want you to know that our group has **500 rifles, 200 machine guns** and tons of ammunition! So if you don't stop harassing us, we're gonna open fire on innocent people!!

What is the name of your group?

**"The Committee To Keep All Firearms Out Of The Hands Of Sick People!"** **CLICK!!**

Was it anything important, Chief?

Naw! **YOU'RE** on the really important case!

Well, we haven't had one stroke of fate or good luck yet ... like when the guilty man accidentally locks himself in one of our jails!

Miss Paxton, can you give us another ridiculous, obscure, useless clue?

But only if it's no better than the **"Black Shoes"** one! Remember, we have a reputation to protect!

Let's see ... Oh! Somebody told me that **"Sweetheart"** moved out of his apartment and is now staying at the **"Cadillac Hotel!"**

You must mean the **"LINCOLN Hotel"** ... and we're not interested!

Well, how about this note he sent to me?

Fantastic! Now, **THIS** we can use! It's written in some sort of hard-to-decipher complicated code!

What code?! You're holding it upside-down! It's written in plain English! It tells me where to meet him tonight!

In that case, we can't use it! **ANY**body can get clues that way!

**RRING**

I've got an idea! Let's requisition an official **FIB Ford** ... and go chase a **Civilian Ford** through the city like we do almost every week!

FIB! Chief Word speaking ...

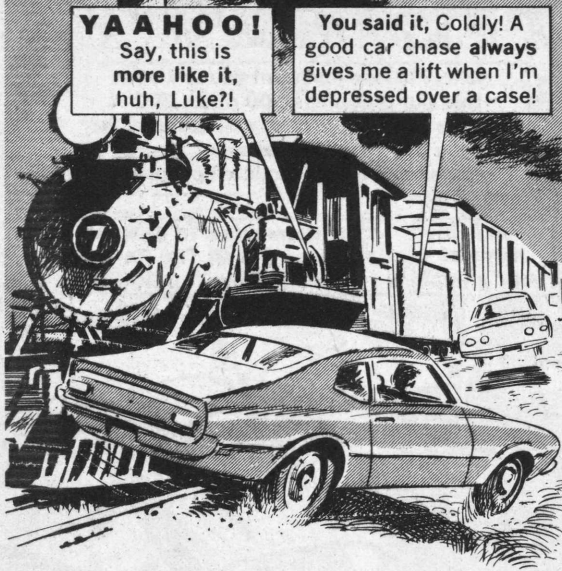
Who's calling Operator?

I have a collect bomb threat on the line! Will you accept the charges?

It's from someone named **"Anonymous!"**

I'm sorry! I don't know anybody by that name!





**YAAHOO!**  
Say, this is more like it, huh, Luke?!

You said it, Coldly! A good car chase always gives me a lift when I'm depressed over a case!



**LOOK OUT!! WE'RE SKIDDING!!**



**CRASH**



**Don't shoot!**  
I give up! I surrender!!

What are you talking about?

Just let me get my black shoes and the diamonds I stole, and you can take me in!!

Luke! This is it! It finally happened! That lucky break we get every week!



Gee! Just in time, too! The show ends in four minutes!

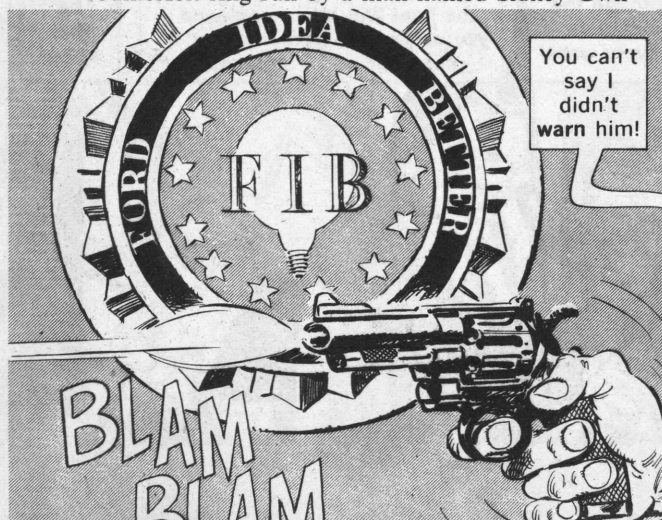
Well! It's good to see you, Sweetheart!

It's nice seeing you, too, Darling!!



**HMMMM**

"And so, 'Sweetheart' was caught, convicted and sent to prison for 40 years! Jackie Paxton got her jewels back! And the men of the FIB went on to another case! This case involved an underworld counterfeit ring run by a man named Sidney Gwir—"



You can't say I didn't warn him!

And now, I want to show you "The FIB's Ten Most Wanted Persons"!

First... we need a good Producer!

Then... we need a good Director!

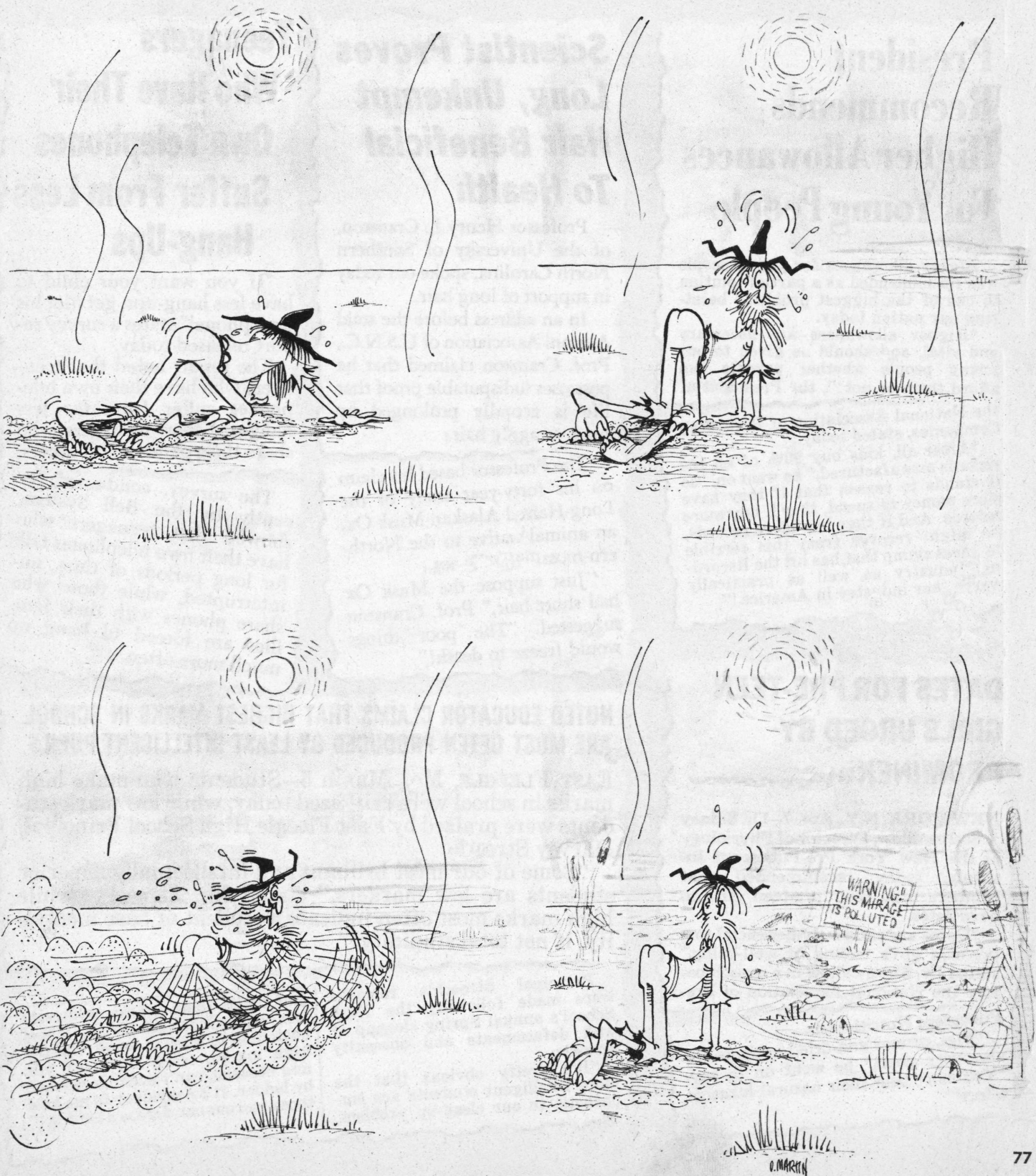
And we could use one or two good Scriptwriters!

But what we REALLY need are ACTORS! **GOOD ACTORS!!**





# ONE HOT DAY ON THE DESERT





HAVING TROUBLE WITH YOUR PARENTS? MAYBE YOU CAN WIN YOUR

# MAD CLIPPINGS TO

## President Recommends Higher Allowances For Young People

Higher allowances for young people was recommended as a partial solution to one of the biggest problems besetting our nation today.

"Higher allowances are necessary and vital, and should be given to our young people whether parents can afford them or not!", the President of the National Association of Recording Companies, stated today.

"After all, kids buy 90% of all the records manufactured," he went on, "so it stands to reason that if they have more money to spend, they'll buy more records. And if they buy more records, we might recover from this terrible business slump that has hit the Recording Industry as well as practically every other industry in America!"

## DATES FOR PRE-TEEN GIRLS URGED BY PROMINENT SCIENTIST

NEW YORK, N.Y., Apr. 7—Dr. Sidney J. Sternwallow, Director of Physiology of the New York Pre-Pubescent Institute, today recommended that Mothers urge their pre-teen girls to have dates.

"Dates are extremely beneficial to a pre-teen girl's feeling of well-being," stated Dr. Sternwallow in a speech before the National Association of Pre-Pubescent Nutritionists.

"Figs, prunes and dried apricots are also very good," he went on to say. "You can't beat their natural laxative effect!"

## Scientist Proves Long, Unkempt Hair Beneficial To Health

Professor Henry L. Cranston, of the University of Southern North Carolina, spoke out today in support of long hair.

In an address before the staid Alumni Association of U.S.N.C., Prof. Cranston claimed that he possesses indisputable proof that life is actually prolonged by long, straggly hair.

The Professor based his claim on his forty-year study of the Long-Haired Alaskan Musk Ox, an animal native to the Northern-most Polar Zones.

"Just suppose the Musk Ox had short hair," Prof. Cranston suggested. "The poor things would freeze to death!"

## Teenagers Who Have Their Own Telephones Suffer From Less Hang-Ups

"If you want your child to have less hang-ups, get him his own phone!" states a survey report released today.

The report noted that teenagers who have their own telephones suffer from far less hang-ups than teenagers who share their phones with others.

The survey, conducted recently by the Bell System, showed that teenagers who have their own telephones talk for long periods of time, uninterrupted, while those who share phones with their families are forced to hang up much more often.

## NOTED EDUCATOR CLAIMS THAT HIGHEST MARKS IN SCHOOL ARE MOST OFTEN PRODUCED BY LEAST INTELLIGENT PUPILS

EAST FLEEGL, Mo., March 5—Students who make high marks in school were criticized today, while low mark students were praised by East Fleeple High School Principal, Harvey Streech.

"Some of our most brilliant and intellectually superior students are low markers," stated Mr. Streech, "while high marks most often indicate a student of base mentality, if not total stupidity!"

Principal Streech's remarks were made following the High School's annual Spring cleanup of wall defacements and obscenity scrawls.

"It's pretty obvious that the more intelligent students are empathetic to our clean-up problem,

and make their marks relatively low, where it is easy for the school custodian to wash them off. But the high marks, often the most vile and obscene, can't even be reached by ladder. It's a mystery to me how those morons can deface a ceiling!"





# ARGUMENT BY CONVINCING THEM YOU'RE RIGHT WITH ONE OF THESE LEAVE LYING AROUND

WRITER: ALPHONSE NORMANDIA

## HOMework CAUSES BRAIN DAMAGE

In another of a rapidly growing series of incidents, which may well indicate a serious trend, a student's brain was irreparably damaged as a result of homework.

"There is no doubt that the student's extremely heavy work-study load was directly responsible for the brain damage," stated Dean Roger Hornsby of the University of Biloxi Medical School, "and we are going to have to severely limit the use of homework to meet that load."

However, it is quite possible that the damage to the brain could have been avoided!"

John J. Fazool, a Pre-Med student at the University, had brought home a calf's brain he had been dissecting in Comparative Mammalia Lab. Class. Mrs. Emilio

Fazool, his mother, mistakenly cooked the brain and served it to the Fazool family for dinner.

"It was a little tough," said Mrs. Fazool, "but I covered it with a creamed garlic gravy and smothered it with capers and anchovies and it was simply delicious!"

## 2-Hour School Day Urged by Educators

Leading Educators, in a special meeting here today, expressed concern over long, and for the most part, useless hours spent in school by students.

"It's really ridiculous," said one teacher. "The attention span of all students is normally limited. After an hour or so, it's no use trying to teach them anything!"

The teachers signed a resolution recommending a 2-hour school day, including a half-hour lunch break, be adopted as sufficient for effective learning.

At the conclusion of the meeting, the group returned to their teaching assignments at the Gladstone Obedience Training School For Dogs.

## After-School Chores Seen As Damaging

"Assigning after-school chores to a boy or girl instead of allowing the child to play may result in irreparable damage!" stated Dr. Hugo Youngfroyd, the noted Child Psychologist.

"But the damage to grass, windows, dishes, etc. caused by the child's unconscious resentment of having to meet mature responsibilities is little price to pay for the character building that results.

"If you can afford the cost of replacing a dish broken while washing, or a window smashed while cleaning, or a lawn torn up by cutting, or a car destroyed while polishing, make the little stinkers work," concluded Dr. Youngfroyd.

## CONTINUED SHOWERS AND BATHS EXTREMELY HAZARDOUS TO HEALTH

Dr. Etoin Shrdlu, prominent Psycho-Physicist, reported today that "the continued taking of showers and baths can be extremely hazardous to health!"

In a speech before the American Psycho-Physical Society, Dr. Shrdlu also claimed that the life expectancy of a regular showerer or bather will be considerably shortened if the practice were to be continued.

"Indeed, severe bodily damage is almost a certainty," he stated flatly, "and death is a distinct possibility!"

Dr. Shrdlu, who is connected with NASA's "Office of Space Medicine," went on to say that "any Astronaut who insisted upon taking a shower or a bath while exploring the surface of the Moon would have to remove his pressurized space suit. Not only would this be extremely hazardous, but it would also tend to make him look a little ridiculous on television!"

## ADULTS OVER 25 ARE LABELED AS 'UNSAFE DRIVERS'

"Sixty-seven percent of all men and women over 25 driving an automobile on the road today are unsafe drivers!", claimed Professor Chester Fiduciary in a speech before the National Insurance Underwriters Assn. today.

"The reason" stated Professor Fiduciary, "that such a high percentage of adults over 25 are unsafe drivers is because

that's how many are going to be smashed into by drivers who are under 25!



# THE LIGHTER SIDE OF THE...

# "N

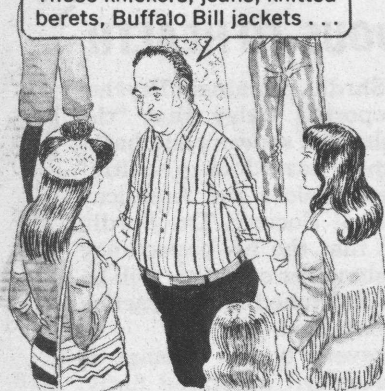
Why do you call it the **"NOW"** Look when it's really just a conglomeration of **OLD** looks? Those knickers, jeans, knitted berets, Buffalo Bill jackets . . .

. . . Maxi coats and dresses, Midi coats and dresses, Minis, Ponchos . . . they're all from the Looks of **YESTERDAY!**

So why do you call it the **"NOW"** Look?

Because we weren't around **"Yesterday"** . . .

And we're wearing it **NOW!**

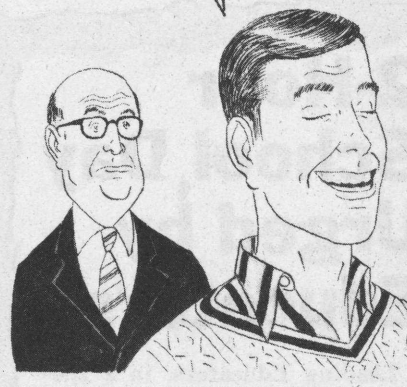
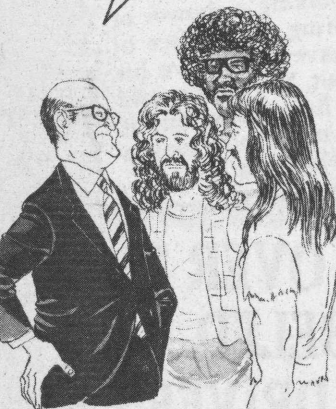


Tell me . . . why do all you boys wear long hair?

**TO BE DIFFERENT!**

What about you, Richie? Why are you the only boy around who wears short hair . . . ?

To be **REALLY** different!



I see you got one of those watchamacallit jackets . . . You know . . . the damp look!

You mean the **"WET"** Look!

Yeah! Yeah! That's it! The **"Wet"** Look!

You're talking about that new plastic material that has such a sheen to it that it gives the appearance that water is on it!

Yeah! That's it! Right!

Well, this isn't one of those jackets!

It's **RAINING** outside!







# OW LOOK"

ARTIST & WRITER: DAVE BERG

What **IS** this thing with you kids? I mean . . . this wearing **old Army uniforms** for coats and jackets! And using **old Army knapsacks** for handbags! And **old Army cartridge belts** for I-don't-know-what!

Oh, Daddy! It's just a **style-fad** with us kids!

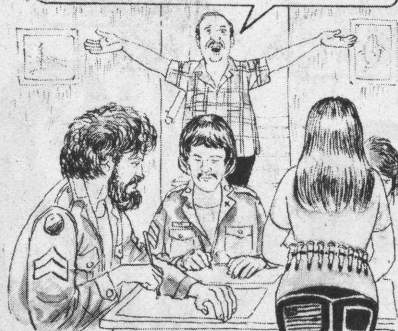
And where, may I ask, are all you **Military-looking kids** going?

To a **PEACE MARCH!!**

**PEACE NOW**

WE DON'T WANT YOUR **ROTTEN WAR**

**PEACE**

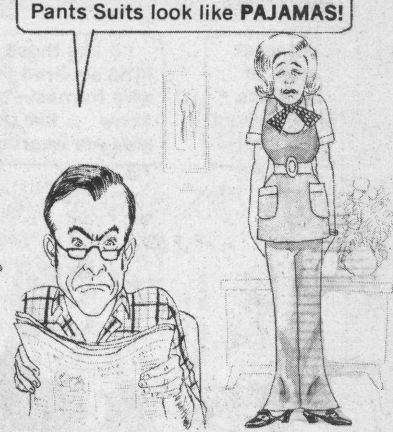
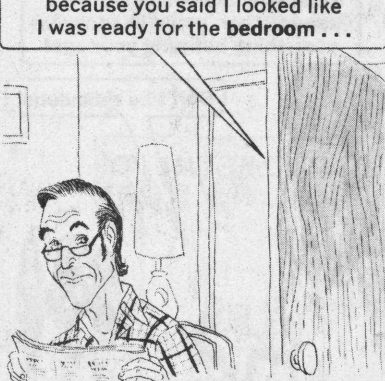


Wait till you see the **new outfit** I bought for the formal Saturday night! For once, you **won't disapprove!**

You were against my **sexy Minis** because you said I looked like I was ready for the **bedroom**, and you were against my **sexy Hot Pants** because you said I looked like I was ready for the **bedroom** . . .

. . . but you can't say that about **THIS outfit!** It's a **Pants Suit!**

You **STILL** look like you're ready for the bedroom! To me—**Pants Suits** look like **PAJAMAS!**



If you're looking for a new outfit, here's a **lovely one**:  
An **American Flag shirt!**  
An **American Flag belt!**  
An **American Flag purse!**  
**American Flag socks!**  
And **American Flag shoes!**

**EVERYBODY's** wearing them!

I know everybody's wearing them! The **Super-Patriots** who are for the war . . . and the **Militants** who are against it!

See? Like I said, **everybody's** wearing them! So why not **you?**

I don't think so!

Why not?

I haven't made up my mind whose **side** I'm on!





Well, Son? While you were away at school, I let my hair grow long! How do you like it?

I don't! It's awful! Why can't you just be like OTHER fathers?

**BALD!!**



What are you doing ... sewing name tags? Aren't your kids too old for camp?

Of course they are! Besides—I'm not doing this for THEM! I'm doing it for ME ...

... so I can tell which clothes are "HIS" ... and which clothes are "HERS"!



My goodness! You're the spittin' image of your Great Grandfather!

Hey, look at that! The same hairdo and everything!

Man, he must've been with it! He must've been real hip! A radical, a rebel, a swinger! He must've been, like, right or!

I don't understand much of the language you young people use today, but this I can tell you about your Great Grandfather ...

He was a real **SQUARE!!**



And what style of eyeglass frames would you like?

I'd like those little squared-off wire frames! You know ... like the kids are wearing!

Oh, you mean the "Granny Glasses"! My Grandmother used to wear frames like that!

I know! So did mine!

I see! And now that **YOU'RE** a Grandmother, you'd like to wear something befitting your age!

I want to wear something to make me look **YOUNGER!!**

Don't be ridiculous!



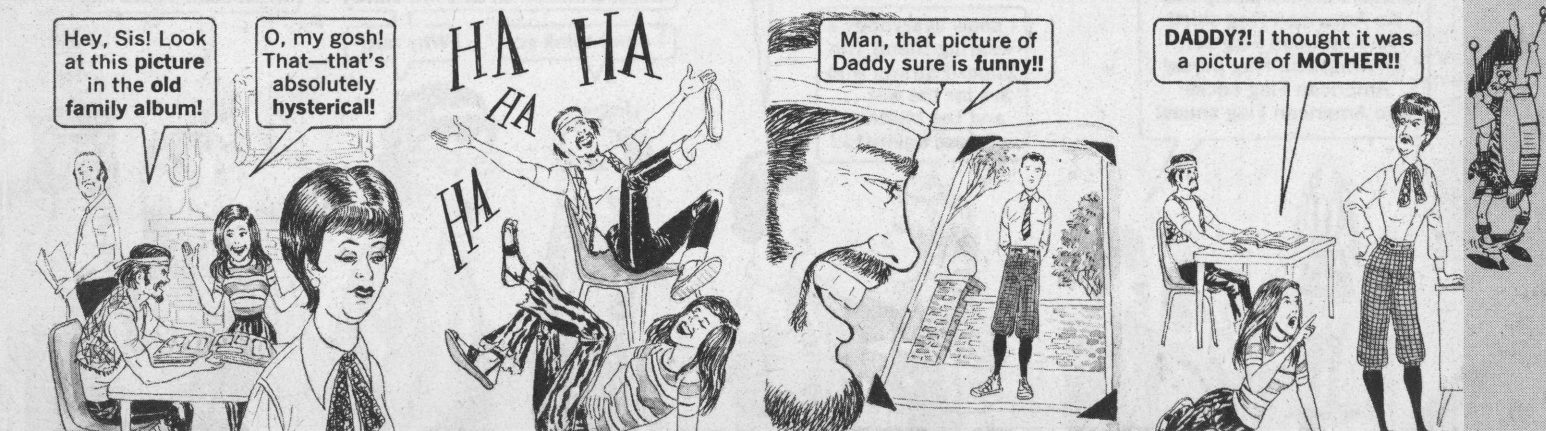
Hey, Sis! Look at this picture in the old family album!

O, my gosh! That—that's absolutely hysterical!



Man, that picture of Daddy sure is funny!!

**DADDY!!** I thought it was a picture of **MOTHER!!**





VAVAVAVOOM!!  
Look at those  
Mini skirts!

I'm too busy  
looking at the  
Hot Pants!

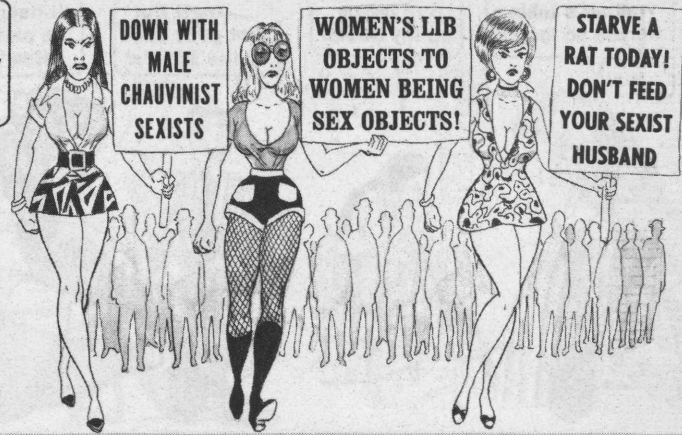
Look at 'em  
bounce! I'll  
bet there  
isn't a bra  
in the bunch!

That's the sexiest  
group of broads  
I've ever seen! They  
bring out the—  
the ANIMAL in me!!

DOWN WITH  
MALE  
CHAUVINIST  
SEXISTS

WOMEN'S LIB  
OBJECTS TO  
WOMEN BEING  
SEX OBJECTS!

STARVE A  
RAT TODAY!  
DON'T FEED  
YOUR SEXIST  
HUSBAND



I was  
just  
ROBBED!

Gee, that's  
awful! How'd  
it happen?

It's all because of these tight  
pants they're making nowadays!  
You can't put a wallet in the  
pockets without it bulging! Not  
to mention keys, a handkerchief,  
and all the other stuff I carry!

So I finally  
found a  
solution to  
the problem!

WHAT IN HECK HAS  
ALL THAT GOT TO  
DO WITH YOU  
BEING ROBBED?!

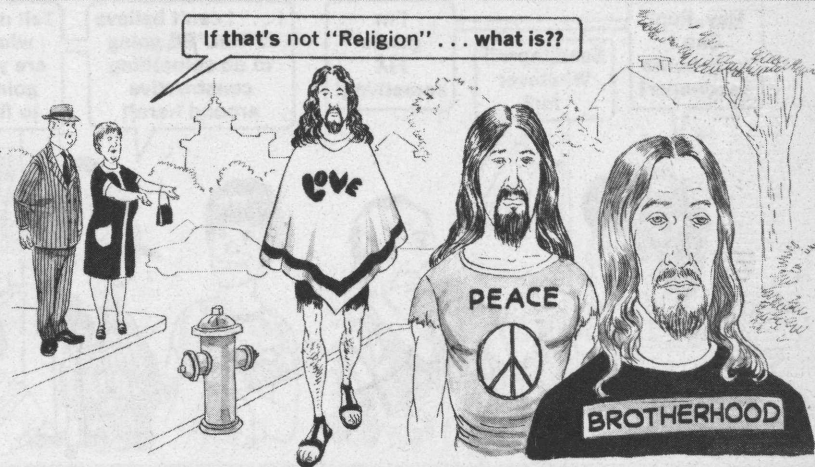
Somebody stole my PURSE!!



The trouble with kids  
today is ... THEY  
AIN'T GOT RELIGION!

Are you kidding?!  
Look at them!!

If that's not "Religion" ... what is??



May I ask why  
you're putting  
on sneakers and  
a sweatshirt?

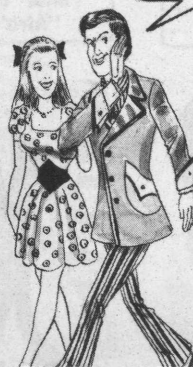
There's a  
basketball  
game  
today!

I don't believe it! In a nation  
of spectators ... where hardly  
anybody participates any more  
... my son is actually going to  
play in a basketball game?!!

Play?! I'm gonna watch!!



Psssst ... Dig the FREAKS!!

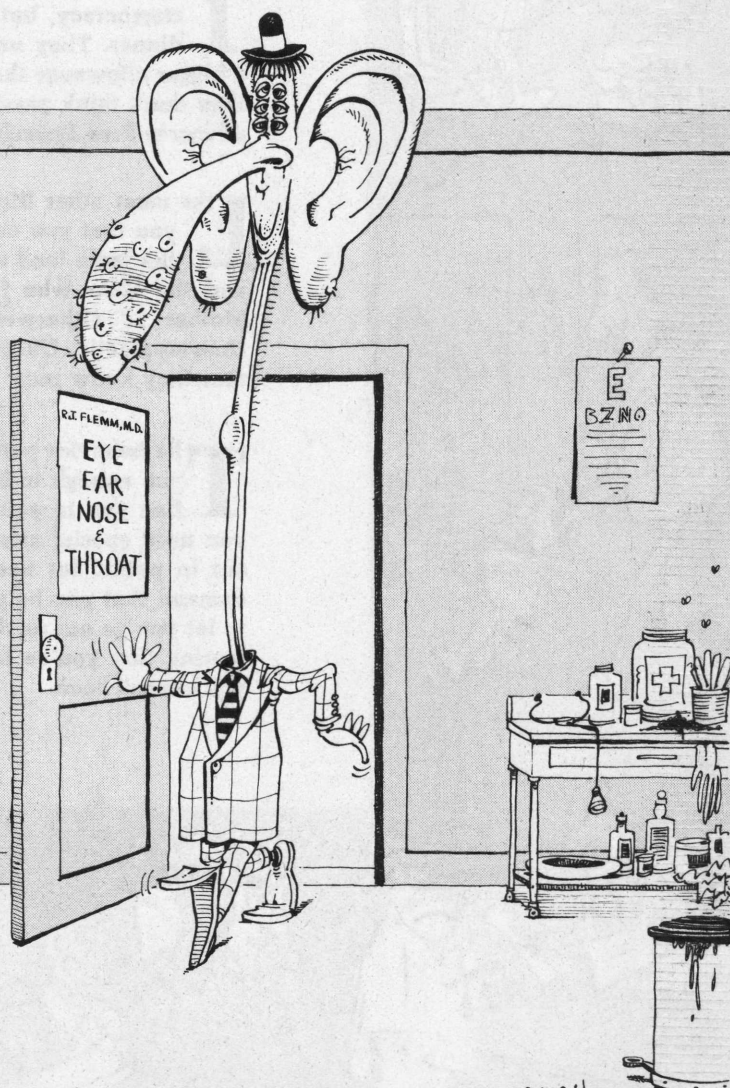
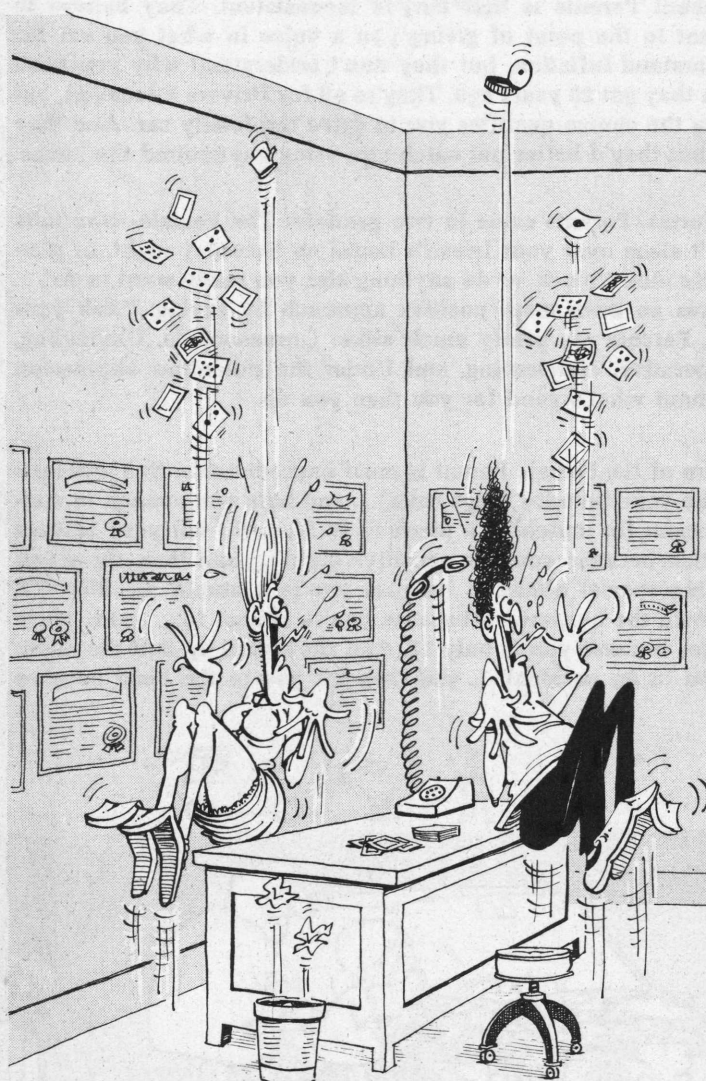
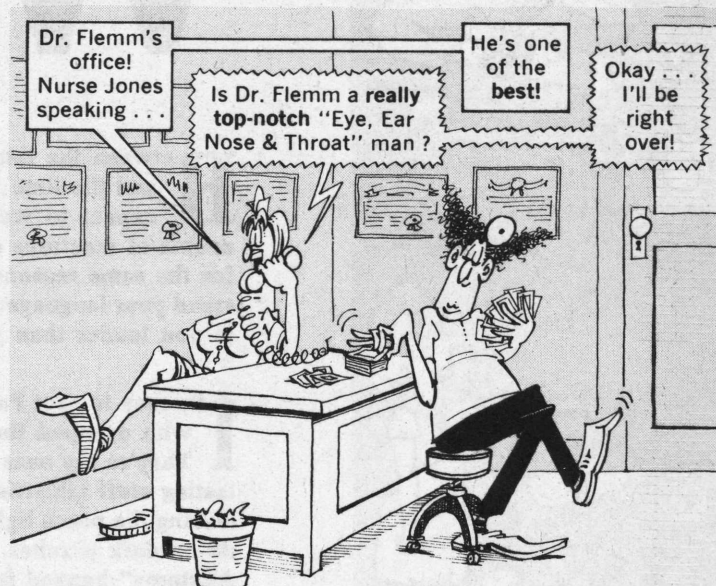
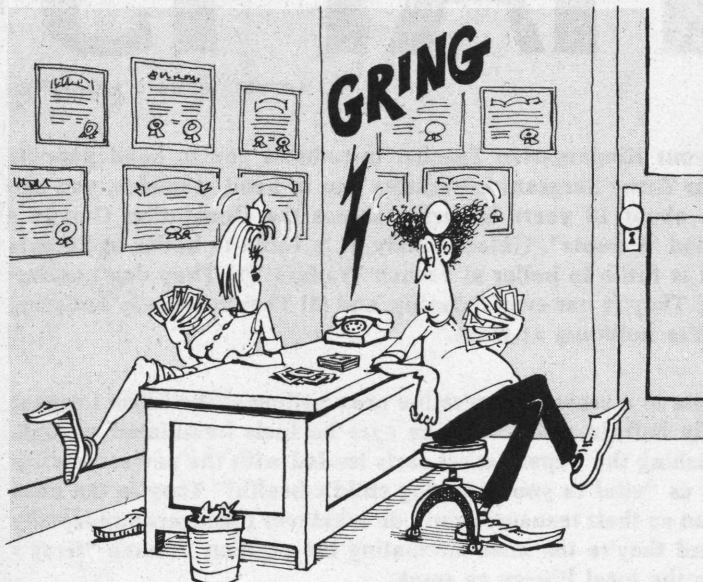








# IN A SPECIALIST'S OFFICE



D. MARTIN



# WHAT IS A

ARTIST: SERGIO ARAGONES

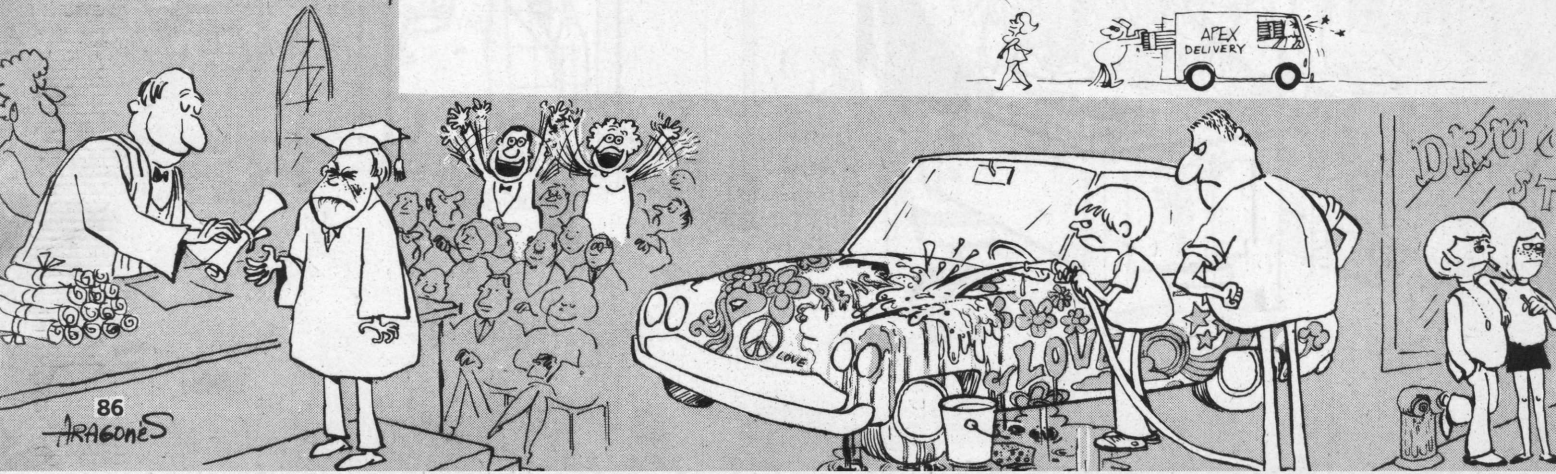
**B**etween the time your Kindergarten Teacher introduces you to hand puppets and the time your Army Sergeant introduces you to hand grenades, you can expect to waste about 15 years hollering across the Generation Gap at a couple of creatures called "Parents". Unfortunately, it is futile to holler at Parents for the same reasons it is futile to holler at French Waiters: (1) They don't understand your language; (2) They're not even listening, and (3) They're usually hollering at you louder than you're hollering at them.

**I**t's easy to spot Parents in a crowd. They're the ones yelling at the Little Leaguer who dropped the fly ball in order to make sure he feels humiliated enough. They're the ones pushing the Supermarket carts loaded with the newest, awful-tasting stuff advertised as "vital to your growing child's health!" They're the ones leaving the porch light on so their teenagers can't do whatever teenagers supposedly do on dark porches. And they're the ones circulating the petition to have "Gray's Anatomy" banned from the local library as smut.

**T**he worst thing about Parents is that they're inconsistent. They believe in Democracy, but not to the point of giving you a voice in what you eat for dinner. They understand Inflation, but they don't understand why you need a bigger allowance than they got 25 years ago. They're all for Drivers Education, but they don't think passing the course qualifies you to drive the family car. And they advocate Free Speech, but they'd better not catch you using any around the house.

**L**ike most other life forms, Parents come in two genders: The Female—who tells you that you can't sleep over your friend's house on Saturday night, or play the radio loud after nine o'clock, or do anything else you really want to do . . . and the Male—who takes an even more positive approach by saying, "Ask your Mother . . ." Otherwise, Parents are pretty much alike: Unreasonable, Unyielding, Unsympathetic, Uncooperative, Unrelenting, and Under the ridiculous impression that they know more about what's good for you than you do.

**T**he behavior pattern of the Female Parent is most unpredictable. She will love you enough to bake your favorite fudge cake . . . and hate you enough to confine you to your room for snitching a piece of it. She will tell your teacher you need special attention because you're a sensitive child . . . and then chew you out in public for needing special attention because you're a stupid ox. She will demand that you help with the housework because you're almost 15 . . . and refuse to let you go out on dates because you're only 14. And she'll wait up half the night, fearing that you've been in an accident . . . and then hit you in the head because you haven't been.





# A PARENT?

WRITER: TOM KOCH

**T**he miraculous thing about a Female Parent is the way your latest girl friend's can size you up so quickly. She knows immediately, permanently and unshakeably about all the evil plans you have for her daughter... even before you know them yourself. If you show up for a date dressed casually, she knows you're a Hippie. If you wear a tie, she knows you're a Make-out Man. If you talk too much, she knows you're a Blowhard. And if you don't talk enough, she knows you're a Clod. But no matter how you dress, or talk, or act, she knows she didn't raise her daughter to associate with a bum like you.

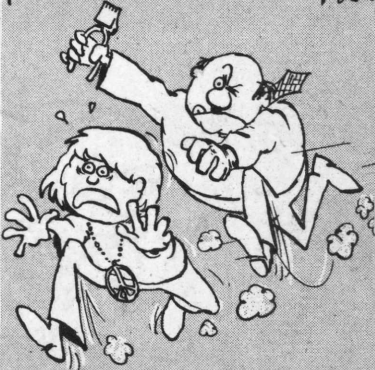
**M**ale Parents present an entirely different problem. To get along with yours, you must first appreciate that he embodies many of the qualities of other Great Men. He has the quiet patience of Eldridge Cleaver, the unquestioning trust of J. Edgar Hoover, the forgiving nature of Spiro Agnew, the sense of justice of Mao Tse-Tung, the open-minded flexibility of Lester Maddox, the boundless generosity of Vito Genovese, the disarming warmth of Don Rickles, the humane understanding of Mayor Daley, and the mature approach of Captain Kangaroo.

**E**very so often, the Male Parent will make a stab at communicating with his offspring. The subjects he most enjoys discussing during these heart-to-heart chats include: your low marks at school, your spotty attendance record at church, your weak showing in athletics, your poor attitude toward a career in dentistry and your unreasonable feelings about his boss's ugly daughter. The subjects he least enjoys discussing include: his latest hassle with the Internal Revenue Service, his grounds for draft deferment during World War II, his inability to quit smoking, and his close association with every bookie in town (and every secretary in his office).

**A**ll in all, Parents just never seem to get with it. Because they lack a strong social conscience, they've continued to earn enough money to feed, clothe and house you to this point in your life. Because they insist upon treating you as a child, they've managed to prevent you from accidentally killing yourself at least a dozen times before you got to this point. And because of their stodgy view of today's changing values, they've succeeded in keeping you toiling away in school when you could have become an accomplished Greenwich Village panhandler by now.

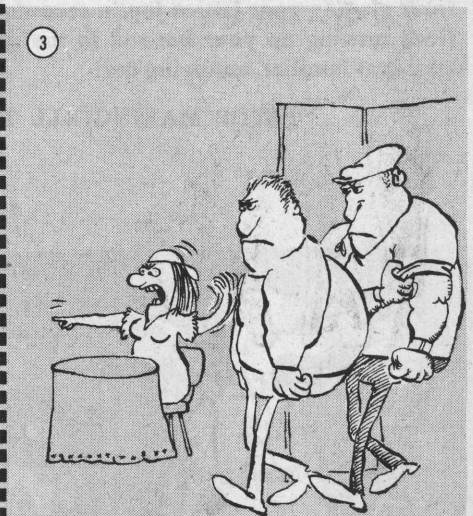
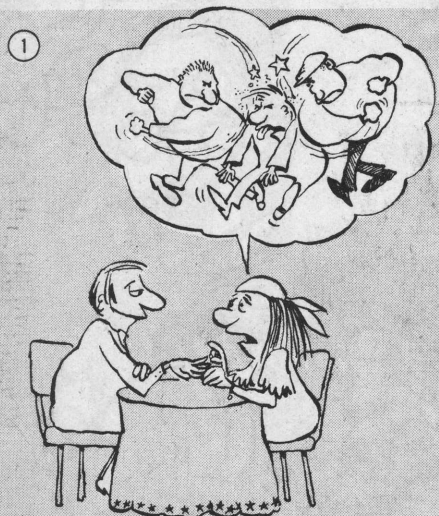
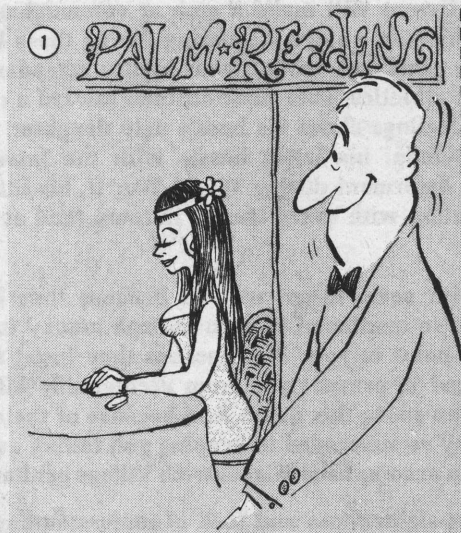
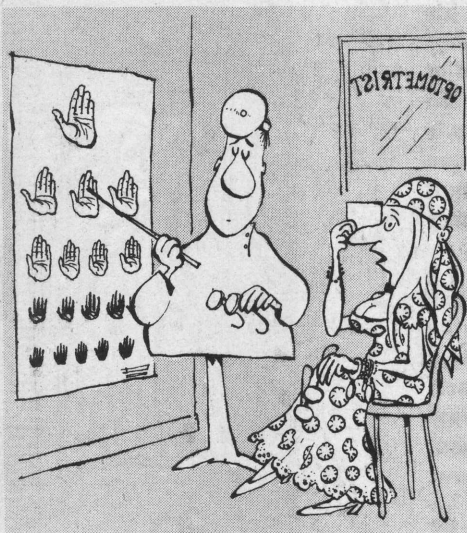
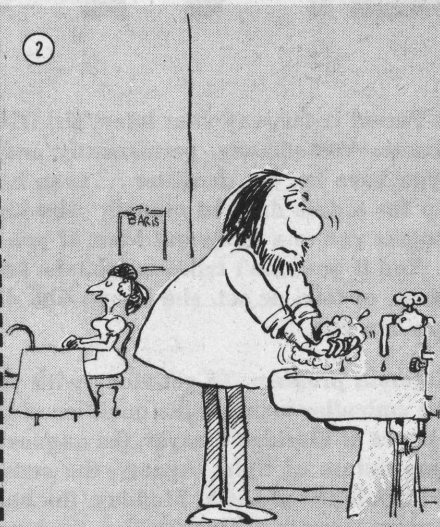
**S**till, with all of their short-sightedness and lack of understanding, Parents do serve one vital function. Just think of the terrible blisters you'd get from practicing your guitar too long... and the diamond needles you'd wear out from playing your Janice Joplin records all night... and the gas money you'd waste from revving up your hot-rod in the driveway if there were no Parents around to emit that familiar, annoying cry:

"STOP MAKING ALL THAT INFERNAL RACKET!"



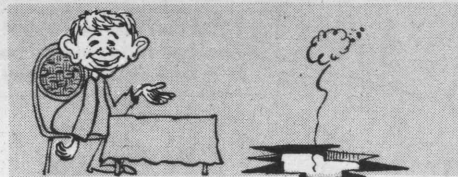


# A MAD LOOK AT PAL

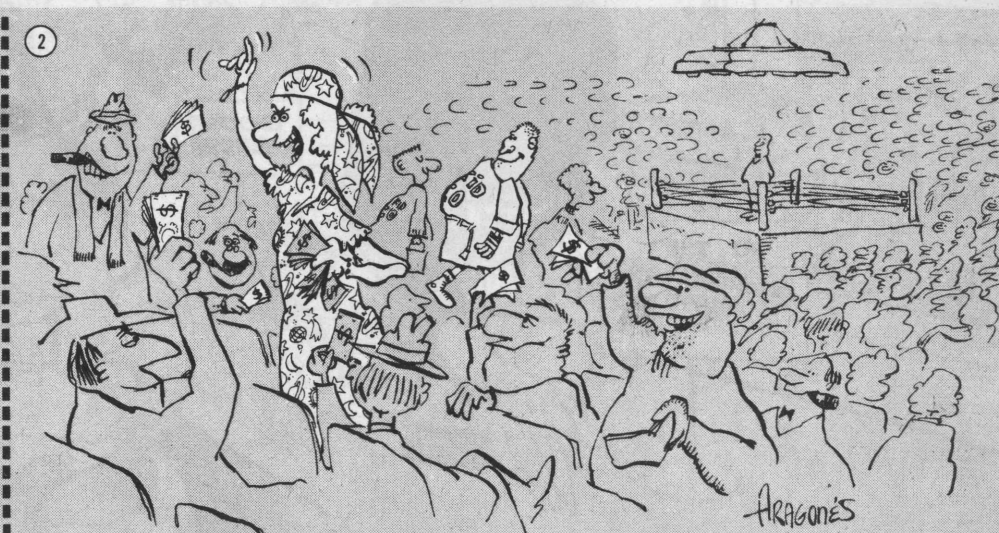
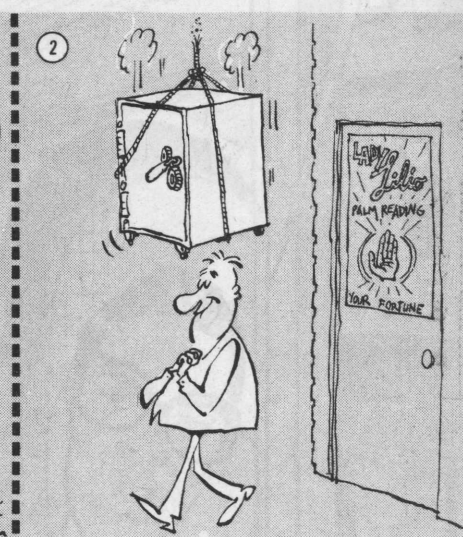
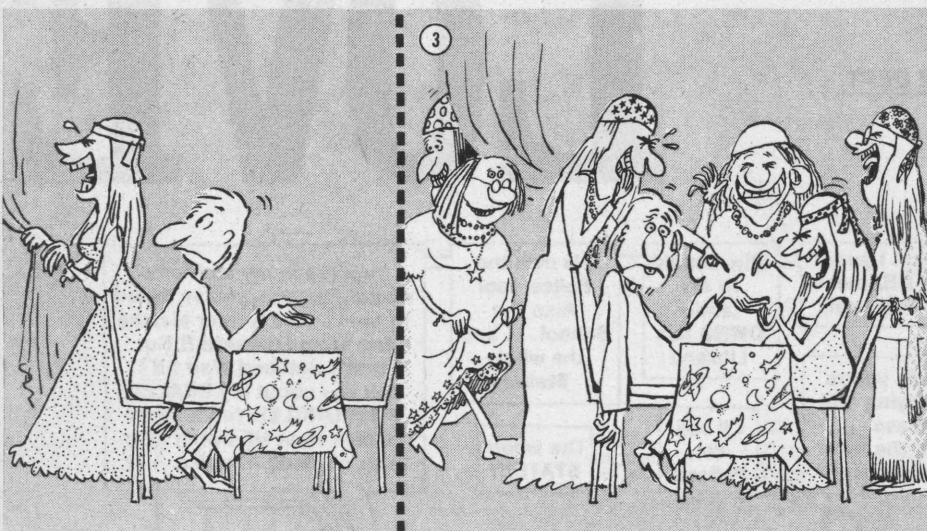




# M READING

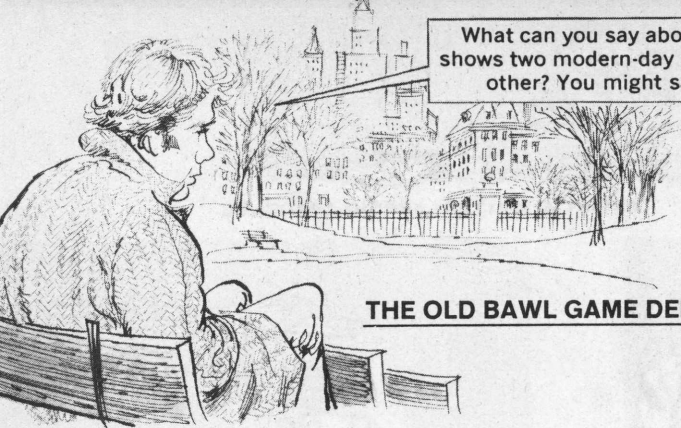


ARTIST & WRITER: SERGIO ARAGONES



ARAGONES



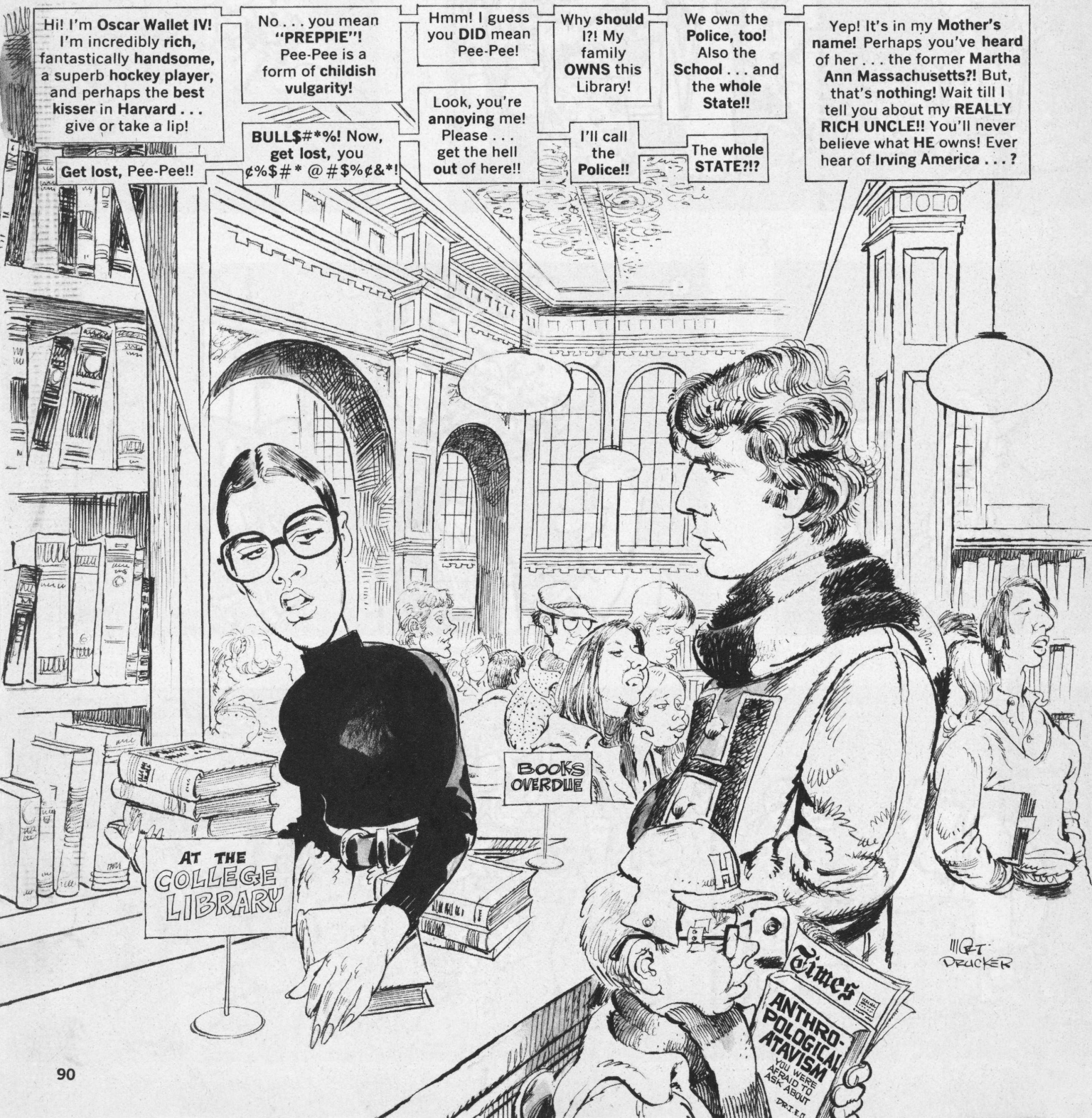


What can you say about a movie that actually shows two modern-day people involved with each other? You might say, "That's strange!"

What can you say about a movie that not only shows two people involved with each other, but also in love? You might say, "That's unusual!"

THE OLD BAWL GAME DEPT.

# LOVE



Hi! I'm Oscar Wallet IV!  
I'm incredibly rich,  
fantastically handsome,  
a superb hockey player,  
and perhaps the best  
kisser in Harvard ...  
give or take a lip!

Get lost, Pee-Pee!!

No ... you mean  
"PREPPIE!"  
Pee-Pee is a  
form of childish  
vulgarity!

BULL\$#\*%! Now,  
get lost, you  
¢%\$#\* @ # \$%¢&\*!

Hmm! I guess  
you DID mean  
Pee-Pee!

Look, you're  
annoying me!  
Please ...  
get the hell  
out of here!!

Why should  
I?! My  
family  
OWNS this  
Library!

I'll call  
the  
Police!!

We own the  
Police, too!  
Also the  
School ... and  
the whole  
State!!

The whole  
STATE!?!?

Yep! It's in my Mother's  
name! Perhaps you've heard  
of her ... the former Martha  
Ann Massachusetts?! But,  
that's nothing! Wait till I  
tell you about my REALLY  
RICH UNCLE!! You'll never  
believe what HE owns! Ever  
hear of Irving America ... ?

BOOKS  
OVERDUE

AT THE  
COLLEGE  
LIBRARY

Times  
ANTHRO-  
POLOGICAL  
ATAVISM  
YOU WERE  
AFRAID TO  
ASK ABOUT  
DR. E.D.

JRT  
DECKER



Well, then what do you say about a movie that, in this day and age, not only shows two people involved with each other and in love, but also of different sexes? You might say, "That's sick!"

Okay, but please bear with me! Get out 25 boxes of Kleenex and be prepared to cry your eyes out! You see, this is a . . . sob . . . gulp . . . choke . . .

# R'S STORY



I really don't want to hear about your &¢%\$#@\* family! So get lost!

Can't you see I'm crazy about you?

But I'm not beautiful, I've got crooked teeth, and I sneer and smirk a lot! So tell me, you &¢%\$#@\*!—Why the hell are you crazy about me?

Listen . . . looks aren't everything! Maybe it's your sweet, innocent personality!

Come on! Level with me! What do you REALLY like about me?

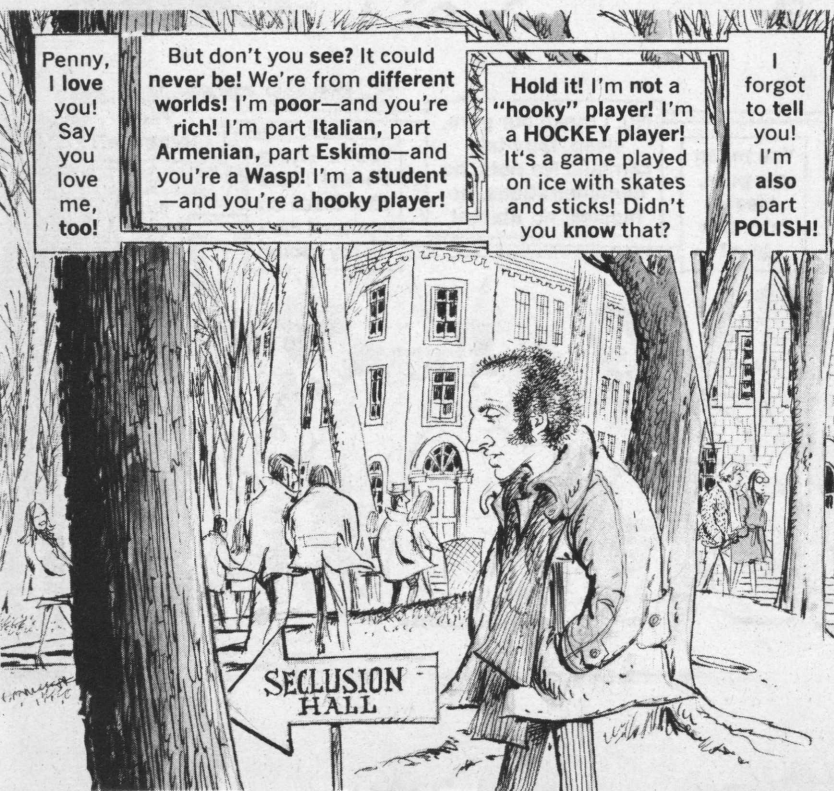
Okay! I believe in frank, open sex talk with girls—so here goes! I think you've got the biggest pair of—sigh—glasses on campus! There! I said it!

That's important to you??

What do I know! My parents ignored me so I had to learn the facts of life on the street corner! And there was an Optician's Shop on our street corner!

ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL



Penny, I love you! Say you love me, too!

But don't you see? It could never be! We're from different worlds! I'm poor—and you're rich! I'm part Italian, part Armenian, part Eskimo—and you're a Wasp! I'm a student—and you're a hooky player!

Hold it! I'm not a "hooky" player! I'm a HOCKEY player! It's a game played on ice with skates and sticks! Didn't you know that?

I forgot to tell you! I'm also part POLISH!

I'm gonna ram this &¢%\$#@\* puck down the &¢%\$#@\* goalie's throat, and then I'm gonna bust the head of every &¢%\$#@\* guy on your &¢%\$#@\* team!

Hey, Wallet! What happened to you on the ice? You've changed!

I'm in LOVE!!

So THAT's it! I remember when you used to be nasty!





Penny!  
You  
came  
to  
see  
me  
play!

Yes, Oscar!  
I decided  
I love you  
after all,  
in spite of  
everything!

You mean, in  
spite of my  
handsomeness,  
my incredible  
breeding, and  
my wealth!?

That's what  
love is  
all about,  
Silly!  
Sacrificing!  
Lots of  
sacrificing!

You,  
there!  
Wallet!  
Into the  
penalty  
box!!

That dirty &£\$#\*\*  
referee! I'll kill  
him! Imagine...  
penalizing ME...  
Oscar Wallet IV  
... for THAT!

What did  
he penalize  
you for?  
Roughing?  
Cross-checking?

You won't  
believe  
this...  
SLOPPY  
KISSING!!

I believe it!  
I believe it!

Darling!  
Our first  
fight!!



Penny, isn't it wonderful  
to be young and alive and  
American and in love...?



**SPLAT**



And part Polish!!



Darling, what  
do you say we  
romp and frolic  
in the snow  
like true  
young lovers?

Snow?!  
There's  
no snow!  
This is  
June!!

If I  
say  
snow—  
there  
will be  
snow!!



Wow!! Your family  
owns **EVERYTHING!!**

Dearest, let's call  
this "**OUR SNOW**"!!

Actually, I  
prefer to call  
it "**MY snow**"—  
but I'll share  
it with you!



Isn't  
it all  
too  
beautiful?  
Too  
unreal?

You mean  
our pure,  
clean,  
fairy-tale  
love?

No, I mean our pure,  
clean, fairy-tale  
campus! No riots, no  
demonstrations, no  
hippies, no Blacks!

You're wrong,  
Penny! There  
**IS** a Black on  
campus! He's  
in my room!

Your  
roommate?!

No,  
my  
slave!







Who'd've thought I'd ever be on **your bed**, making love to you?! Oh, Oscar, I love you so much it **hurts!** Love can be so painful!

That's because you've got such a **big soul**—such a big heart!



No, it's because I've got such a big **HOCKEY SKATE** in my back!

I usually don't sleep with that, but my **Teddy bear** is at the cleaners!!



I'm **sorry** you hurt your back last night, Penny!

Always remember, Oscar—**Love** means never having to say **you're sorry!**

Gee, I sure hope you like my folks! But if you find them **impossible**—well, I'm sorry!

Oscar, I just told you! Love means never having to say **you're sorry!**

Oh, no?! Wait'll you meet my father!



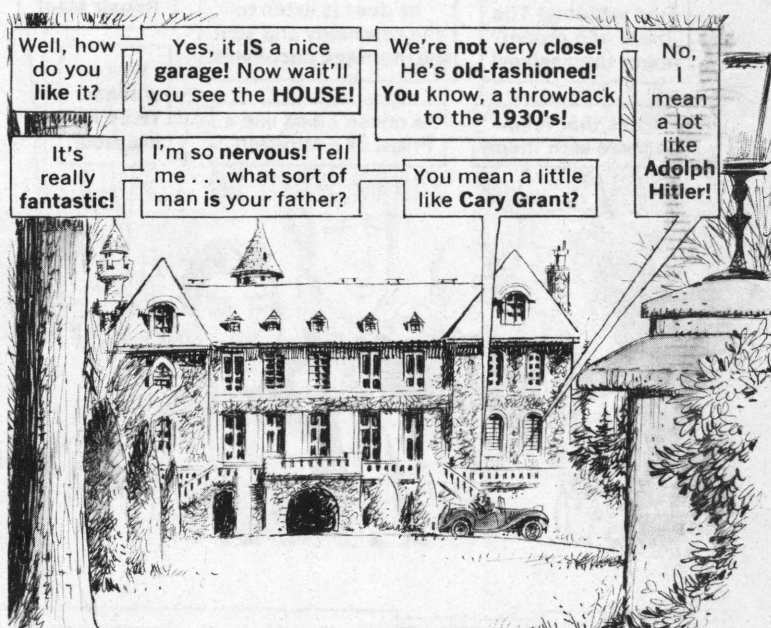
**Maniacs!** You came zooming by doing **85**, you were in the **wrong lane**, and you made me wreck my car! You could at least say you're **sorry!**

Boy, are you **stupid!** Can't you see we're in **love?!**

**In LOVE?!** Well, why didn't you say so?! You don't have to say you're sorry! **Never!!** To think that I took up your precious time with my problems! **I'M sorry!**

**THEY** smashed **OUR** car! Why do **YOU** say you're sorry?

**Idiot!** I'm not in love!!



Well, how do you like it?

Yes, it **IS** a nice garage! Now wait'll you see the **HOUSE!**

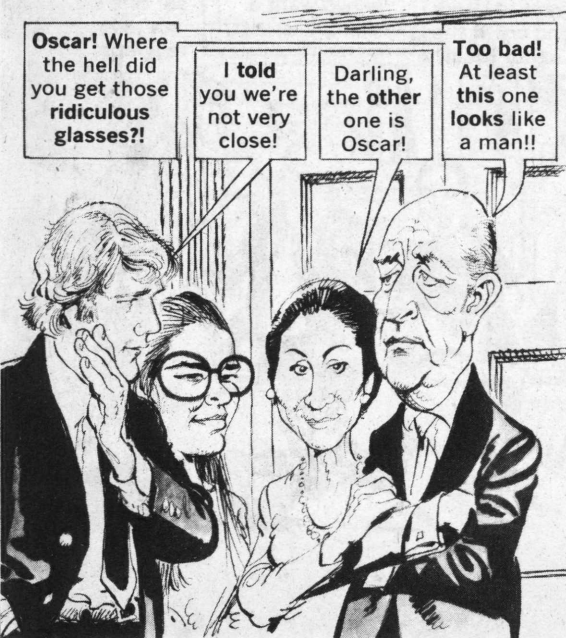
We're **not** very close! He's **old-fashioned!** You know, a throwback to the 1930's!

No, I mean a lot like **Adolph Hitler!**

It's really **fantastic!**

I'm so **nervous!** Tell me... what sort of man is your father?

You mean a little like **Cary Grant?**



Oscar! Where the hell did you get those **ridiculous glasses?!**

I told you we're not very close!

Darling, the **other** one is Oscar!

**Too bad!** At least this one looks like a man!!



Father, this is the girl I'm going to marry!

She doesn't look at all like **High Society** to me! What's your last name, girl...?

That's the most **idiotic** name I ever heard in—

I can't believe that's your **real name!**

It's **not!** You should have heard it before we shortened it!

Cowznofskibumstein

—pastafazoola!



Oscar, I refuse to allow you to marry this... this commoner!

Dear, try to be more tolerant! Look at it this way: We won't be losing a son... we'll be gaining the United Nations!

The United Nations?! That did it! Out of my life forever... both of you!!

I don't care what you say, Father! We're getting married!

I won't pay for the Church or the Minister!

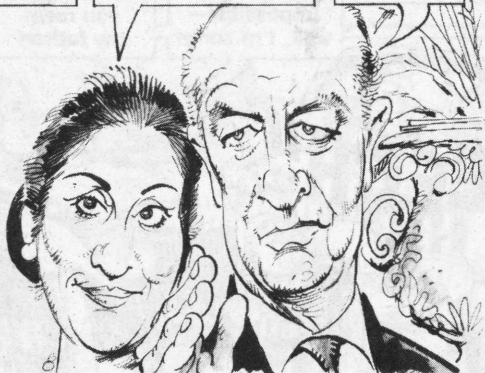
Who cares?! We don't believe in your religion!

I'll cut you off without a cent!

We don't believe in your money, either!

I believe! I believe! Hallelujah!

No, Penny! We're going to live our own lives... and get married in our own way!



Isn't it exciting?! A do-it-yourself, mod wedding! The bride and groom marry themselves!

Just someone who was passing the chapel! All he does is listen to the ceremony and sign the marriage document!

He's not! He's actually a TV Repair Man!

Well in a sense, THEY'RE like God!

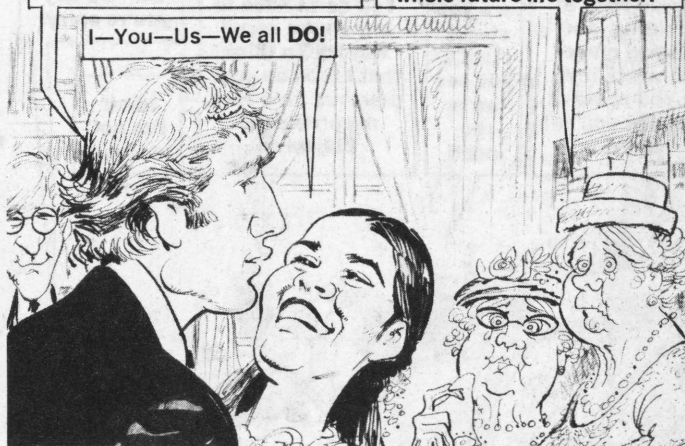
Who's that fellow up there with them?

He doesn't look like a Priest or a Minister!

Do I, Oscar, take you, Penny, and do you, Penny, take me, Oscar, and do we, Oscar and Penny, take us, Penny and Oscar, to be my, your and our respective wedded whatever?

Now, to seal their marriage, they recite a poem to each other! It's usually a poem that has special meaning for both of them in their early years and symbolizes their whole future life together!

I—You—Us—We all DO!



Pat-a-cake, pat-a-cake, baker's man! Bake me a cake as fast as you can!

Pat it, and prick it, and mark it with a "T"!

There will be plenty for baby and me!

Under the powers vested in me by Barney's TV Repair Service, I now pronounce you a working set! The Groom may kiss the Bride and take her into his shop.



Wasn't that ceremony just too beautiful for words?

It made me want to laugh and cry at the same time!

Maybe your daughter, Zelda, would want a wedding like that?

I really don't think so! She's not very religious!





Well, Darling, this is where we're going to live in New York—on the top floor of this building! Just think—our first home, our first apartment, our first love nest . . .

Oscar, you'll have to carry me up the stairs and across the threshold!

Oh-oh! Our first hernia!

Darling, we've been married over a year, now, and we still love each other as much as ever! It's as if we were still honeymooners!

Carry me across the kitchen threshold and I'll make breakfast . . .

And yet, something troubles me . . .

Then . . . carry me across the bedroom threshold and I'll get dressed . . .

I can't understand why you're STILL not pregnant!

But first, carry me across the bathroom threshold!

Hey, I got an idea! Maybe—if instead of carrying you all the time, I put you down JUST ONCE!



Doctor, how come my wife and I can't have a baby?

Forget babies, Mr. Wallet! I've looked at your wife's tests and I have both good news and bad news for you! First of all, your wife only has one hour to live!

Doc, do you realize what you're saying? That . . . that sweet, beautiful, adorable creature has only one hour to live!

Yes! Well, so much for the good news!

That's GOOD news?!? Doctor, give it to me straight! What's my wife got?

A rare ailment called "Old Movie Disease"!

What's that?

Well, you know how lately in films with all the sex and violence, people die horrible, bloody deaths? In the old days, they used to die beautiful glamorous deaths! Well, Mr. Wallet, your wife is going to die such a beautiful death, it'll take your breath away before it takes her breath away!

But why must she die of Old Movie Disease?

Because, let's face it . . . no matter how it's dressed up, THIS is an Old Movie!!



But it's not fair! She—she MUSTN'T die!

I'm afraid it's out of our hands!

You mean medical science is powerless?

What medical science?!? I'm talking about cinema science! Think back! What have we got so far? A corny soap-opera plot! Unbelievable dialogue! A schmaltzy piano music background! Can't you see? If the producer doesn't have a tragic, sobbing ending to make all this garbage seem meaningful, he's got absolutely nothing!

In other words, if my wife doesn't die . . .

Right! The Studio dies!

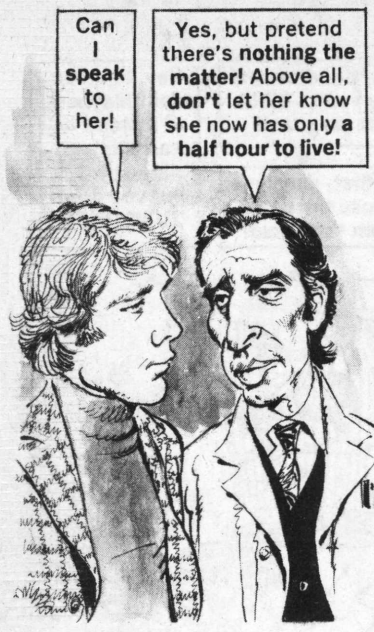
I'll bring her to the hospital immediately!

Excuse me, Doctor! I was looking for my wife's room! I didn't know that Raquel Welch was also a patient in this hospital!

THIS is your wife, Mr. Wallet! Old Movie Disease is really taking its toll now! She's getting more beautiful by the minute!

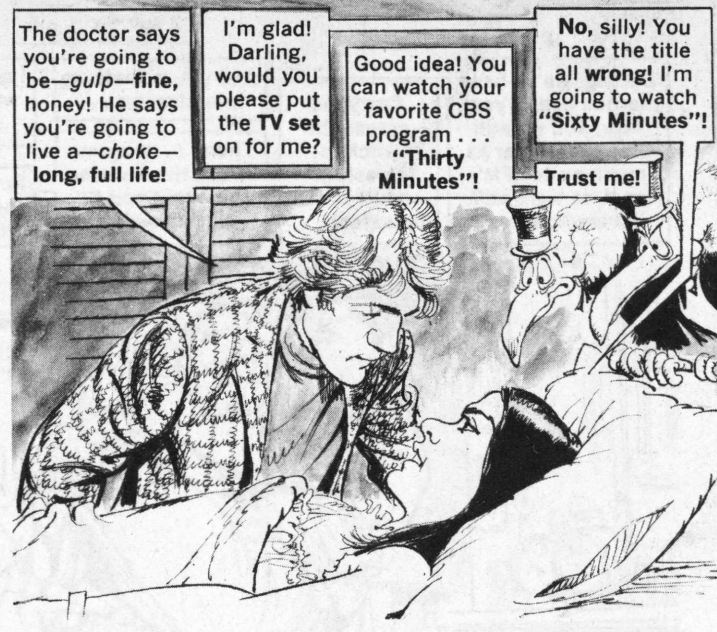






Can I speak to her!

Yes, but pretend there's **nothing** the matter! Above all, **don't** let her know she now has only a half hour to live!

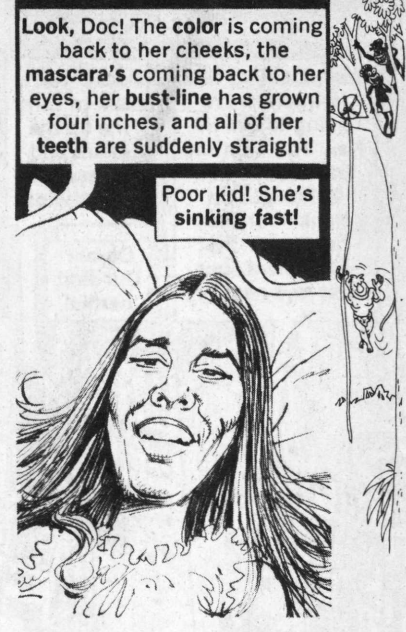


The doctor says you're going to be—**gulp**—fine, honey! He says you're going to live a—**choke**—long, full life!

I'm glad! Darling, would you please put the TV set on for me?

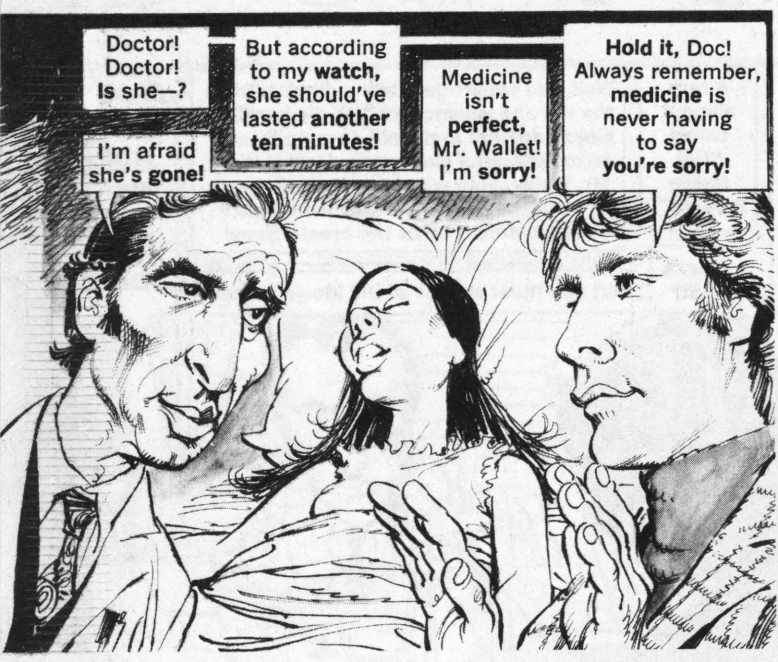
Good idea! You can watch your favorite CBS program . . . "**Thirty Minutes**"!

No, silly! You have the title all **wrong**! I'm going to watch "**Sixty Minutes**"! Trust me!



Look, Doc! The color is coming back to her cheeks, the mascara's coming back to her eyes, her bust-line has grown four inches, and all of her teeth are suddenly straight!

Poor kid! She's sinking fast!



Doctor! Doctor! Is she—?

I'm afraid she's gone!

But according to my watch, she should've lasted another ten minutes!

Medicine isn't perfect, Mr. Wallet! I'm sorry!

Hold it, Doc! Always remember, medicine is never having to say **you're sorry**!

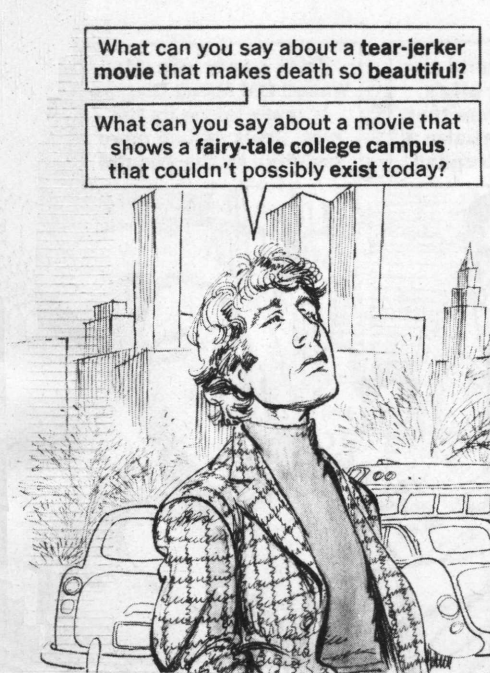


This has **GOT** to be the most beautiful movie death **EVER!!**

This moment sort of makes me wonder!

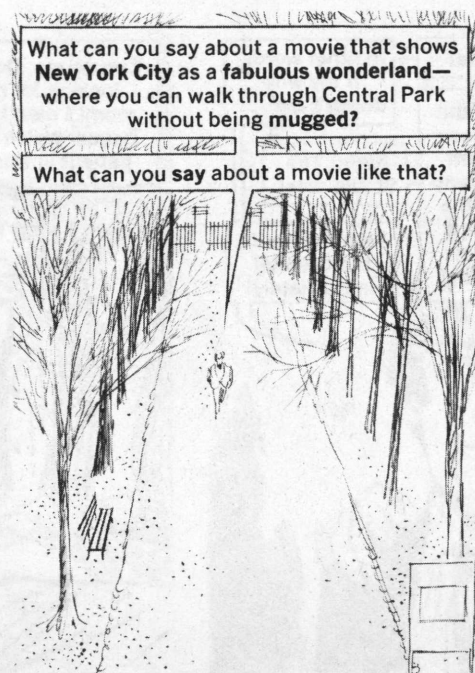
About the mortality of Man here on Earth?

No . . . about whether those angels and cherubs are covered by my **Blue Cross**!



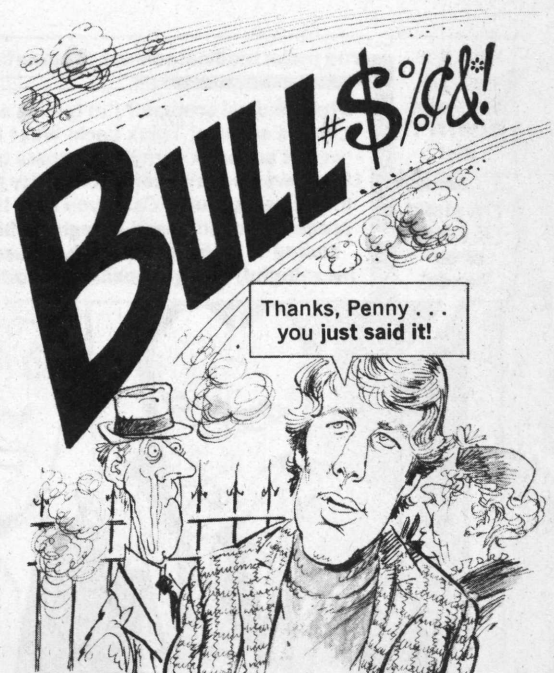
What can you say about a **tear-jerker** movie that makes death so beautiful?

What can you say about a movie that shows a **fairy-tale college campus** that couldn't possibly exist today?



What can you say about a movie that shows **New York City** as a fabulous wonderland—where you can walk through Central Park without being mugged?

What can you say about a movie like that?



**BULL** # \$ % & !

Thanks, Penny . . . you just said it!



 B





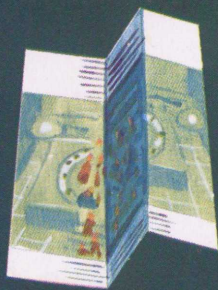
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# THE MODERN CRUCIFIXION

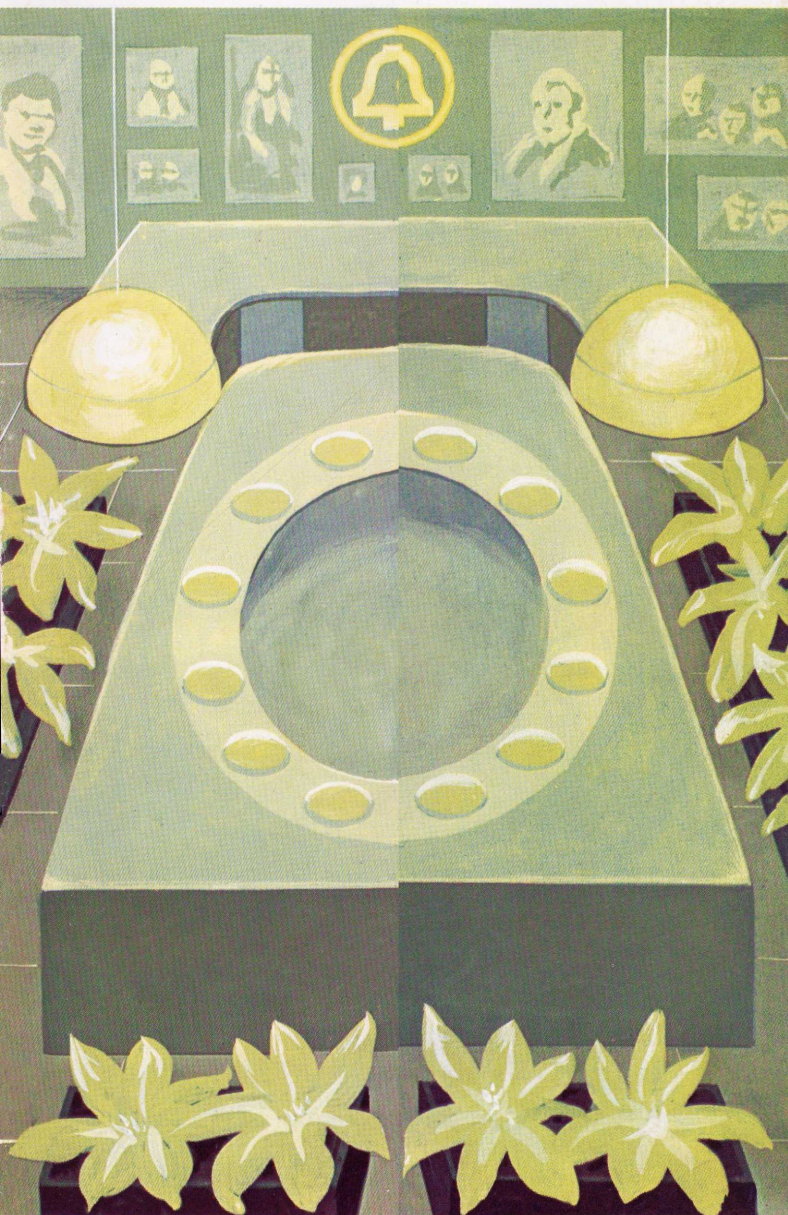


WHAT IS  
CONTRIBUTING  
MOST TO THE  
BREAKDOWN OF  
COMMUNICATION  
BETWEEN  
PEOPLE?



FOLD PAGE OVER LIKE THIS!

**A ▶ ◀ B** FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:  
AL JAFFEE

**LOUSY  
PHONE  
SERVICE**

**A ▶ ◀ B**